

TWENTY-FIRST ANNIVERSARY NUMBER

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXVIII.

NEW YORK, JULY 14, 1909.

No. 2.

4 Leading Merchants and 350 Prosperous Homes Influenced for a Single Dollar

A full page of advertising—printing size $9\frac{3}{8}$ in. wide by $14\frac{1}{4}$ in. high—may be sent through “The Butterick Trio” into over One Million Four Hundred Thousand (1,400,000) prosperous American homes.

This figures 350 homes influenced for a single dollar.

To influence this same number of homes with any sort of circular, would cost you **five times as much.**

And—on their way to the One Million Four Hundred Thousand (1,400,000) prosperous American homes, many of the magazines of “The Butterick Trio” pass through the hands of over 17,000 leading American merchants, directly influencing each one in favor of goods advertised in Butterick Magazines.

This figures **more than four** leading American merchants directly influenced in favor of your goods for a single dollar—and this is **in addition** to the value already figured as influence in American homes.

Isn't 25c each a very low price for direct influence with an established organization of over 17,000 leading merchants who are **accustomed to handling advertised goods?**



John Black

Manager of Advertising
Butterick Building
New York City



F. H. RALSTON, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago, Ill.

Ask Our Advertisers

Now is the Time to Lead

Never were Wisconsin conditions more favorable for the General Advertiser. Except on strictly farm materials, the farmers have no standard. They take the goods (branded or unbranded) recommended by their dealer.

But ten years of increasing prosperity is creating demand for better goods. This is a transition period. A dollar now will do more to make your goods standard with our farmers than ten dollars five years from now.

Progressive manufacturers are recognizing the opportunity. Already the Eastman Kodak, the Garland Range, the Victor Talking Machine, etc., are becoming the leaders in their lines. And once established, ten times the competitive advertising will not oust them from their lead. The Farmer sticks to those who deal fairly with him.

The Wisconsin Agriculturist Blankets the State

It goes to the best one out of every three farmers; to 1,191 out of 1,241 Post-offices in the State. It reaches 60,000 prosperous farm families: one-sixth of all the homes in the State.

It is not an amusement sheet to be read as chance may offer, but a business friend and adviser. It is read from cover to cover, advertisements and all. It is written for Wisconsin conditions. It is the only farm paper edited, printed and mailed in Wisconsin. Although its rate is based on *general* circulation influence, it delivers local circulation value.

Stick to your fight for the City trade by all means, but this year set just a few hundred dollars aside to reach the people who *want your goods*. Try the Wisconsin Agriculturist and see what it means for once, to be free of *established* competition. Let us show you

What a Dollar Will Do

when it is not working against some other manufacturers who have Adam's advantage in being there first.

We can give you some mighty interesting facts. May we lay them before you?

THE WISCONSIN AGRICULTURIST

ARTHUR SIMONSON, Publisher

Racine, Wisconsin

GEO. W. HERBERT,
Special Representative,
First Nat'l Bank Bldg., Chicago.

WALLACE C. RICHARDSON, Inc.
Eastern Representatives,
41 Park Row, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

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NEW YORK, JULY 14, 1909.

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THE BEGINNING OF "PRINTERS' INK" 21 YEARS AGO.

HOW THE "JOURNAL FOR ADVERTISERS" CAME INTO EXISTENCE—WHY ITS UNIQUE SIZE WAS ADOPTED—DIFFICULTY IN FINDING A SATISFACTORY NAME—REMINISCENCES OF THE FOUNDER.

By George P. Rowell.

[This article, taken from Mr. Rowell's book, "Forty Years an Advertising Agent," is an interesting account of the birth of PRINTERS' INK, and reveals some of the ideas which Mr. Rowell had in mind when he conceived it. The article has a timely value on this twenty-first anniversary of PRINTERS' INK.—Editor.]

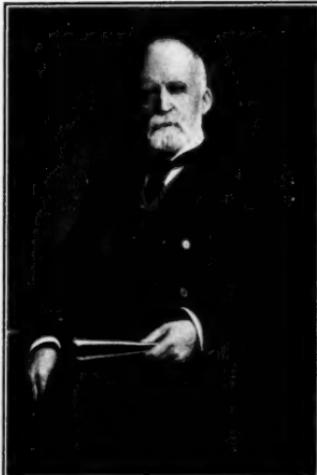
The first number of PRINTERS' INK is dated July 15, 1888. I had always an itching to have a mouthpiece through which I could speak to those whose interests were in lines parallel to mine. In the Boston days I had issued the *Advertisers' Gazette*, and whenever, in after years, I took a look at the old files, I was impressed that they contained matter of interest—much that it would be well in after times to find packed away in a shape so accessible and available. This thought comes to my mind as I re-read the preceding sentence; for I doubt, if aside from the one I have preserved, another volume of the *Advertisers' Gazette* is in existence. After

its time the *American Newspaper Reporter* came into being, and it also bore the name *Advertisers' Gazette*—as a sub-title.

HOW THE SIZE WAS ADOPTED

We had a printing office of our own in the seventies—the days when the *Reporter* was published. The office was specially fitted to meet the wants of our own business, without any regard to what would be the requirements of outside customers. We found it convenient to set everything in a page of uniform dimensions, so that fewer chases and forms would be needed, and a page that had done service in a circular or a pamphlet would also fit into any other circular, pamphlet or other publication that we might wish to put out. It came about in this way that the page of the *Newspaper Reporter* was identical in size with that of the *American Newspaper Directory*—

which did not vary much from that of the general run of monthly magazines. At a later date a smaller type and style of page was adopted for the *Directory*, and in that way it came about that when the time came to make up the forms for the first issue of PRINTERS' INK, the old idea prevailed, and the little paper appeared with a page identical



GEORGE P. ROWELL
FOUNDER OF PRINTERS' INK

with that of the *Directory* in its curtailed dimensions. It was smaller and had narrower columns than any other magazine then issued. So small and insignificant did it appear when having no more than sixteen pages—and now and then only eight—that a subscriber who sent for a duplicate copy one day and afterwards discovered his regular one, made apology for troubling us, saying his got covered up under a postage stamp on his desk.

SELECTING THE NAME.

Before the little paper was launched it had been a long time incubating. I knew about what I meant it should be, but how to form and shape it, and what to call it, and who should edit it, were questions that had not been answered. I was interested in it. I thought I should put into it a good deal of my own individuality. At one time I thought of giving it my own name. I even went so far as to get up a heading composed of the word "Rowell," with a small picture over it representing the act of hiding a candle under a bushel and which, maybe, had the word "Don't" cut into it in some way. It was surprising how well the name and design looked, and I am by no means confident that it would not have been a success; but it was a little too personal and the idea of adopting it was finally turned down.

I had been so egotistical in preceding times as to insist that my own name had been so long and so prominently before the public, in connection with advertising, that it was to some extent a synonym for the word. As it was decided that my own name was not to be made use of, what more natural than I should look to the other interest that at the time made considerable demand upon my attention—printers' ink? Printers' ink had long been used as a synonym for publicity. Much was heard of the power of printers' ink. I was a dealer in printers' ink, as well as in advertising. Why not call the paper *PRINTERS' INK*? That question was propounded to many people. I think

no single one thought well of it. Some thought it might do—it didn't matter, anyway, for it would never amount to much. Still the more my mind dwelt on the proposed name, the better I thought of it, and when the little paper came out July 15th, 1888, the name that stood at the head was *PRINTERS' INK*, and a good name it has proved.

The amount of advertising patronage bestowed upon *PRINTERS' INK*, and the apparently remunerative prices it commanded, made it seem a flying in the face of providence, on the part of nearly every other advertising agency, to neglect to put out something like it; and soon there were "Journals for Advertisers" to burn. They existed by the dozen and came to be known as *PRINTERS' INK*'s Babies. First and last there have been no less than two hundred distinct and palpable imitations of *PRINTERS' INK*; and it may be that as many as a quarter of the whole number have kept a foothold till the present time. The crop has not been confined to this country nor this continent. I do not know how the name the Little Schoolmaster in the Art of Advertising came to be applied to *PRINTERS' INK*, but it was in quite common use before the paper was two years old.

There is a familiar quatrain that doubtless contains much wisdom: *Tickle the public and make it grin, The more you tickle the more you'll win; But teach the public you'll never grow rich, You'll live like a beggar and die in the ditch.*

I have not lived like a beggar, nor do I seem likely to die in a ditch, but I am conscious that in my efforts to teach, in my efforts to show others how things ought to be done, I have ever made more enemies than friends, gathered more kicks than ha'pence. But then I like to instruct the public; and a moderate amount of misrepresentation or misunderstanding keeps one from having too good an opinion of himself, and everybody knows that the self-satisfied man is about the worst there is.

The Adult versus The Youthful Circulation

THE VALUE OF MOULDING THE YOUNG AND PLASTIC MIND TO AN APPRECIATION OF YOUR PRODUCT—BUILDS A GOOD WILL ASSET FOR A GENERATION, AND SECURES IMMEDIATE PROFITS—YOU CAN GET THE MAILING LIST FOR YOUR OWN LOCALITY.

It is a fact that much of the most successful copy written for such articles as food products, wearing apparel, etc., is made attractive and fetching by beautiful illustrations of young people; this catches the eye and makes the indelible impression on the minds of the young people themselves and also at once interests the mother.

It needs no argument to prove that if such copy is sent into homes where there are young people, there's a family with all the family needs and desires—it will meet with immediate and favorable consideration.

Think of the splendid opportunity of being able to send such copy into 160,000 good American homes!

The following was told us the other day by a successful solicitor for a well-known agency:

"A certain manufacturer of children's hose decided to advertise.

"To best further his purpose he decided to use a woman's publication with a very large circulation—one with a children's department, as well—

"His theory—and it was a good one—being that he couldn't sell children's hose to children for the reason that children had no money to buy.

"But by pointing out the economy of his children's hose to the children's mothers—they he would make sales.

"This advertising commenced along this line and obtained fair results.

"His advertising manager, looking out for increased returns, decided to try a different line of advertising one day—

"And he inserted a new advertisement in the woman's publication. This time he appealed not to the moneyed mothers, but to the young people instead—the unsatisfactory results were foreknown, of course—but he was foolish enough to want to try.

"Strange to say, the results were a third larger.

"Successive advertisements along these lines gave similar results—the appeal to the young people and through them to the mothers made a difference in his favor of 33½ per cent."

There's a reason for the increased returns to the young people's advertisements over the mothers'.

If you have a Boy or a Girl in your family you'll understand.

The reason is based on a Physical Condition—viz.: a Boy's or a Girl's brain is more open to impressions than an adult's.

It's just like this:
Our brains are like slates—
When a slate is new, a pencil mark can be easily seen.

After a slate has been used some time, however, and when the marks are not well rubbed out, succeeding marks are not easily deciphered.

After a while our brain impressions become blurred as well, and it takes a whole lot to make a mental impression.

That's one reason why it is so everlastingly hard to make a success of some Campaigns in publications with an adult circulation.

The impressionable brain of the Boy or Girl is one reason why it is much easier to insure a successful campaign in a publication with a Young Folk circulation.

There's another reason in addition to the youthful brain being impressionable—viz., youthful Energy is quick and active.

A written suggestion is *promptly* acted upon—there is little or no delay, little or no putting off, as with an Adult whose energy is becoming age-numb.

And still another—fathers will appreciate this—

Once the suggestion is made and the Boy or Girl gets the idea, something will have to be done, for Persistence is prominent in the make-up of the average Boy or Girl.

And whether the want is for himself or herself, or for the family, the average Boy or Girl will usually keep at it until the want is *supplied*.

The hose manufacturer we spoke of advertised Boys' hose.

It was the Boy who made his mother buy his hose—it's the Boy of the Family who usually keeps things moving, anyway.

If you'd like to see what the Boy could do for you and your Proposition, try it out in *The American Boy*.

You'll reach 160,000 Homes, with at least *one* Boy in each home—think of the hundreds of thousands of tons of Energy, Determination and Persistence stored up in those 160,000 boys. Think of the advantage to your proposition of but a tithe of the possible aggregate energy!

You get more than that, however, when you use *The American Boy*.

You not only reach the Boy, you reach the Family as well—"where there's a Boy there's a family," you know—and in addition to Father and Mother you reach Brother and Sister, too.

800,000 people read *The American Boy* each month—800,000.

Now, do you wonder that *The American Boy* is creating and stimulating National Distribution for the products of its various advertisers?

On request we will send you the paid-in-advance mailing list for your town or city.

THE
SPRAGUE PUBLISHING CO.
J. COTNER, Jr., Sec. and Treas.
DETROIT, MICH.

ADVERTISERS ARE INCREASING APPROPRIATIONS FOR THE FALL CAMPAIGNS.

REPLIES RECEIVED BY PRINTERS' INK FROM A REPRESENTATIVE LIST SHOW THAT THE GENERAL POLICY IS TO ADD MORE MEDIUMS AND USE MORE SPACE — UNANIMOUS OPINION THAT THE OUTLOOK FOR BUSINESS IS VERY BRIGHT.

Although advertisers are, as a rule, loath to give advance information in regard to their plans, a number of the most important ones have made an exception in favor of PRINTERS' INK and have told enough to show what may be expected this fall.

Their letters prove conclusively that the volume of advertising to be placed for the coming season is much larger than that of a year ago. In fact, it seems certain that there will be more advertising done than ever before.

Appropriations will be larger, space will be increased, lists of mediums will contain many additions.

A particularly impressive statement is made by William Thompson, vice-president and general manager of the Kalamazoo Stove Co., Kalamazoo, Mich.

"We will increase our appropriation for this fall," says Mr. Thompson. "We used 97 mediums of all kinds in the fall of 1908. This fall we will use 163 mediums, with an aggregate space of 65,441 lines. Our list has already been made up, but we will probably add to it later on.

"It seems to us that the outlook is very good indeed, and from the nature of our correspondence and the letters we get from those who have sent for our catalogue we believe there will be a good, big fall business, and especially so if we have seasonable weather for fall goods of all kinds."

The complete list as at present made up for the Kalamazoo stove advertising is as follows:

American Agricultural Red Book, Ranch & Range, Orange Judd Farmer, Rundschau, Rural New Yorker,

New England Home-So. Cultivator, stead, Successful Farming, Acker und Garten- Southern Planter, Bau, Southern Ruralist, Abendschule, Spare Moments, Agriculturist Epito- 20th Century Farmer, mber, Asso. Sunday Mag- To-Day's Magazine, azines, Uncle Remus Mag., Amer. Home Month- Wisc. Agriculturist, ly, W'stern Fruit Breeder's Gazette, Grower, Bee Hive, Wallace's Farmer, Christian Herald, Woman's Home Companion, Christliche Apolo- gete, Woman's Magazine, Christian Standard, Youth's Companion, Christian Republic, Locomotive Eng., Collier's Weekly, Job, Dakota Farmer, Locomotive Fire- Deutsche Hausfrau, man's Magazine, Deutsch Am. Far- R. R. Trainsmen's mer, Job, Drovers Telegram, R. R. Conductor, Dressmaking at Success, Home, Technical World, Equity Farm Jour- Cosmopolitan Maga- nical, zine, Farmer's Guide, Designer, Farmers Tribune, Everybody's Maga- zine, Farmer, McClure's Mag., Farm & Home, & Ladies Home Jour- nal, Farm Stock Home, & Fireside, New Idea Woman's Mag., Farmer's Voice, Farm Magazine, Saturday Evening Post, Fruitman & Gar- dener, Santa Fe Employe's Mag., Farm Life, Eric R. Employe's Mag., Farmer's Review, Farm & Ranch, Mag., Farm Journal, Ill. Central Em- ploye's Mag., Good Literature, Peoples Home Jour- Railroad Telegrapher, Gleaner, Advance Advocate, Germania, Railway Carmen's Gleanings in Bee Journal, Culture, Cushman's Couple, Good Housekeeping, Circle, Green's Fruit Grow- Comfort, or, Farm News, Gentlewoman, Epworth Herald, Housewife, Mo. & Kans. Far- Housekeeper, mer, Hoard's Dairyman, Pictorial Review, Haus & Bauern-Ohio Waisenfreund, freund, Woman's Farm Home Herald, Journal, Human Life, Vickery & Hill List, Iowa State Register Woman's World, & F., Delineator, Iowa Homestead, Baker's Helper, Farmer & Stock- Baker's Review, man, Confectioner's Review, Wisc. Farmer, Indiana Farmer, Confectioner's Journal, Kansas Farmer, Kimball's Dairy National Baker, Farmer, Ladies' World, Brooms, Handles & Literary Digest, Brushes, Mo. Valley Farmer, Glass & Pottery Met. & Rural Home, Western Druggist, Modern Maccabee, Retail Druggist, Mothers Magazine, Bulletin of Phar- McCall's Magazine, macy, Modern Woodman, Meyer Bros. Drug Mail & Breeze, Am. Druggist, Mich. Farmer, Ohio Farmer, & Pharm. Record,



That frequently used quotation:—
“One paper in the home is worth a thousand on the highway,” can be most tritely applied to a certain great New York state weekly. More than that, this particular publication reaches a quality of homes of thrift, comfort and intelligence that makes its advertising columns of particular value to those who seek a market for household articles and various lines of goods for home consumption.

THE SATURDAY GLOBE

published at Utica, N. Y., for nearly 30 years, has a regular circulation of more than one hundred and forty thousand copies each week, and every one of them means a home. Not highway and byway-headline read circulation—but whole family reading. Tersely, but fully told news stories of the week, literary contents of magazine quality, all splendidly illustrated.

The Globe's tri-color, half-tone illustrations are pronounced the finest examples of this class of work turned out by any regular publication.

For sales promotion—or an introductory advertising campaign covering interior New York state, and the New England states, the SATURDAY GLOBE has no equal, either from the standpoint of economy or effectiveness.

We can prove it, and it looks like good business on your part to give us an invitation to lay the proofs before you.

SMITH & BUDD COMPANY

Advertising Representatives,

Brunswick Building, N. Y.; Tribune Building, Chicago; Third National Bank Building, St. Louis.

<i>Mag. of Mysteries, National Druggist,</i>	<i>Housekeeper,</i>	<i>Outlook,</i>
<i>Modern Priscilla, Druggist Circular,</i>	<i>To-day,</i>	<i>System,</i>
<i>N. W. Agriculturist, Practical Druggist,</i>	<i>Human Life,</i>	<i>Reader,</i>
<i>Nebraska Farmer, Dry Goods Econo-</i>	<i>Housewife,</i>	<i>Argosy,</i>
<i>Nat'l Stockman & Farmer,</i>	<i>Scribner's,</i>	<i>Sunset,</i>
<i>Trade, mist,</i>	<i>New Idea,</i>	<i>Vogue,</i>
<i>No. Dakota Farmer, Grocery World,</i>	<i>Popular,</i>	<i>Circle,</i>
<i>N. Y. Tribune, Inland Grocer,</i>	<i>Theatre,</i>	<i>Life,</i>
<i>Nat'l Fruit Grower, Nat'l Laundry Jour-</i>	<i>Designer,</i>	<i>United Sunday Mag-</i>
<i>Otwell's Farmer Boy,</i>	<i>Associated Sunday Magazines,</i>	<i>azines,</i>
<i>Okla. Farm Journal, Shoe Trade Jour-</i>	<i>Illustrated Sunday Magazines,</i>	<i>Hearst Sunday Mag-</i>
<i>Practical Farmer, American Lumber-</i>	<i>Magazines,</i>	<i>Saturday Evening</i>
<i>Prairie Farmer, man,</i>		
<i>Peoples Pop. Monthly, Lumber Review,</i>		
<i>Outlook Magazine, Sample Case,</i>		
<i>Popular Mechanics, Inland Printer,</i>		
<i>Penna. Grit, Street Railway Jour-</i>		
		<i>Also about 20 big newspapers.</i>

Another significant statement is that of W. W. Wheeler, advertising manager of the Pompeian Mfg. Co., Cleveland, O., who says:

"We shall increase our advertising this fall. We used some fifty magazines last fall and also many of the larger newspapers, the better theatre programs, some outdoor work, etc. The fall space consumed its due portion of our 1908 expenditure of less than \$150,000, the appropriation being cut on account of the lack of money in the buyers' pockets. We will use about the same mediums this fall as we did last fall, but will take more space.

"We regard the outlook for business as excellent. The past few months have shown an average of over 30 per cent increase over the corresponding period in 1908 and also a fair increase over the same period of 1907, which was our best year. Our selling cost for this year was also less than for 1907, so we are not at all dissatisfied. People certainly seem to have money in their pockets now."

The mediums now listed as likely to receive the Pompeian business this fall are:

<i>Saturday Evening Post,</i>	<i>Woman's Home Companion,</i>
<i>Delineator,</i>	<i>Mother's Magazine,</i>
<i>Munsey's,</i>	<i>Pictorial Review,</i>
<i>McCall's,</i>	<i>Harper's Bazaar,</i>
<i>Collier's,</i>	<i>Home Magazine,</i>
<i>Everybody's,</i>	<i>House Beautiful,</i>
<i>McClure's,</i>	<i>Christian Herald,</i>
<i>American Illustrated,</i>	<i>Woman's World,</i>
<i>Good Housekeeping,</i>	<i>Woman's Magazine,</i>
<i>Review of Reviews,</i>	<i>Literary Digest,</i>
<i>Modern Priscilla,</i>	<i>Red Book,</i>
<i>Cosmopolitan,</i>	<i>Success,</i>
<i>Ladies' World,</i>	<i>All Story,</i>

<i>Associated Sunday Magazines,</i>	<i>Outlook,</i>
	<i>System,</i>
	<i>Reader,</i>
	<i>Argosy,</i>
	<i>Sunset,</i>
	<i>Vogue,</i>
	<i>Circle,</i>
	<i>Life,</i>
	<i>United Sunday Magazines,</i>
	<i>Hearst Sunday Magazine,</i>
	<i>Saturday Evening</i>
	<i>Also about 20 big newspapers.</i>

The Winton Motor Carriage Company, Cleveland, O., has this to say:

"It is our present intention to considerably increase our advertising for the season of 1910 over that of 1909. We used 151 mediums during 1909, and approximately 550½ pages and 175,629 lines of space. We have not as yet made up our list for 1910, but it will probably show additions.

"From present indications our 1910 season will surpass that of 1909, which was a banner year for the Winton Company."

A tale of more space comes from the R. Wallace & Sons Mfg. Co., Wallingford, Conn.

"We intend to increase our advertising this fall considerably," says this concern, "but in an entirely different direction from previous seasons. Last fall we used half-page space in twelve of the general magazines. We will this fall use very large space in high-class women's papers, such as the *Ladies' Home Journal*, and other publications.

"We regard outlook for business for fall of 1909 as very favorable indeed."

In response to PRINTERS' INK's query as to whether Lyon & Healy, Chicago, intended to increase or diminish its advertising for this fall, B. H. Jefferson, the firm's advertising manager, answers tersely:

"Increase!"

Mr. Jefferson further says:

"Last fall we used small spaces in a great number of standard papers. This fall we will continue our former publicity and in addition use large space in standard magazines and weeklies. The outlook for business is excellent."

Edwin A. Ames, of Ostermoor & Co., New York, states that his

When you think of Philadelphia

remember

The Bulletin

goes daily into nearly every Philadelphia home,
and there are over a quarter million of them.

"The Bulletin" is a strong factor in the home-life of Philadelphia. It is said that most Philadelphians welcome it in their homes because it is the paper their wives and daughters and sons want to read; and, it is the paper they want their wives and daughters and sons to read.

General Advertisers best cover Philadelphia at one cost by using "The Bulletin."

NET PAID DAILY AVERAGE FOR JUNE

254,150 copies

"The Bulletin" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

William L. McLean, Publisher

New York Office
DAN A. CARROLL
Tribune Building

Chicago Office
J. E. VERREE
Heyworth Building

firm is also in line for more advertising this fall.

"Yes, we intend to increase," he declares, "and, in fact, have increased our advertising appropriation for this fall. Last year we used 93 mediums, and the coming season the standard publications of the country will constitute our list.

"Our field men send in very encouraging reports from the West, so that we have every reason to believe the fall of 1909 will surpass the banner years of 1906 and 1907."

The International Silver Co., Meriden, Conn., will this fall return to its before-the-panic expenditure.

"Our advertising this fall," says W. G. Sudro, the advertising manager, "will amount to practically the same in dollars and cents as two years ago. Last fall we reduced our space somewhat, but this fall expect to return to the normal. We have been regularly using and shall continue to use nearly all of the more important general publications, as well as between 200 and 300 weeklies of the better class.

"We consider the outlook for business this fall as exceedingly bright."

Among the other responses to PRINTERS' INK's inquiries are these:

WILLIAM E. HALL, treasurer Shaw Stocking Co., Lowell, Mass.: "It is our intention to increase our advertising the coming fall and same will be materially greater than any year heretofore. We look for a gradual improvement in business and have no doubt that same will be much in evidence after the tariff has been settled. The tariff has made the conditions very much unsettled, as far as hosiery is concerned, as hosiery has been one of the important items the House and Senate have had to treat with."

REMINGTON TYPEWRITER Co., New York: "We will continue to use the same mediums which we have been using for the past year, which include about forty of the leading standard publications. We use full-page spaces exclusively in

all monthly publications, and quarter-page spaces as a rule in the large weeklies."

WILCOX & WHITE Co., Meriden, Conn.: "Our schedule for advertising this fall was laid out some months ago, and if there is any change made it will very likely be in the direction of increasing our advertising rather than diminishing it. As everything points to a heavy volume of business with us this fall, we are trying to get into shape to take care of our dealers, but at times we fear we shall not be able to meet their requirements as promptly as we would like to, owing to the constantly increasing demand for our instruments."

PEERLESS MOTOR CAR Co., Cleveland: "We will add to our appropriation, but will maintain approximately the magazine list which we used last year."

IVER JOHNSON'S ARMS & CYCLE WORKS, Fitchburg, Mass.: "The advertising for fall will be materially increased, and the outlook for business on the Iver Johnson revolver is most excellent."

In addition to the above information, PRINTERS' INK has found that a close inspection of the advertising now going out, or about to go out, shows a great deal of activity which was not present even in the high-water-mark year of 1907. New advertisers are popping up more prolifically than in almost any year within memory.

Among the new names in the automobile advertising field are the Hudson Motor Car Company, the American Motor Car, the Detroit Electric, etc. Among the newcomers in the furnace field are the Farquar and the Richmond furnaces, both of whom, it will be noticed, are beginning their campaigns very early in summer. The Milk Chocolate people are also especially active, and new products like Lucerna, Suchard, etc., are entering the field. The breakfast food situation is extremely lively with one especially new advertiser, Wheatena.

An especially noticeable thing is the very greatly increased rivalry among advertisers, a few of whom have heretofore held the field without much trouble. Even the

Mr. Roosevelt's first copy
from the Jungle
has just arrived

**SCRIBNER'S
MAGAZINE**

can therefore announce
definitely
Mr. Roosevelt's Own Story
of his African Trip
to begin in the
OCTOBER number.

The most interesting out-of-door narrative Mr. Roosevelt has ever written.

Remember: These African articles of Mr. Roosevelt appear **only** in **Scribner's**.

A great increase in circulation is assured—
and no raise in rates.

Standard Oil Company has now some formidable competition and the National Biscuit Company is finding a growing competitor in the Loose-Wiles Biscuit Company. The Standard Sanitary Company is finding a competitor in the J. L. Mott Iron Works; and among the thermal bottle concerns there is almost picturesque rivalry. The clothiers to the trade are extremely active. The typewriter field now experiences more severe advertising competition than at any time in its history. It is the same with the fountain pen. The Onoto Pen, Moore's Non-Leakable and others are crowding the older advertisers very hard. Van Camp has stirred up Borden's and Carnation with his evaporated milk campaign, and even among such new classes of merchandise as vacuum cleaners, fireless cookers, etc., there is the severest kind of competition. More insurance advertising is running now than at any time in the past, and among the silver-ware concerns, like Reed & Barton and Oneida Community, increased space is the rule. Old advertisers, like Bixbee's Shoe Polish, are starting up with larger advertising.

In general there is far more advertising competition, with larger space, used as weapons against each other, than in the past and, as the fall comes nearer, the ammunition will be increased and strengthened.

William Herries died on July 4th after a long and eventful newspaper life. He and John W. Pittock founded the Pittsburgh *Leader* and for many years he has been with the Brooklyn *Eagle*.

Five days after Mr. Herries died death again invaded the *Eagle* offices, when Gilbert Evans, for eight years manager editor of the paper, succumbed to typhoid at his home in Flatbush. Mr. Evans was forty-two years old. He started as a reporter on the Brooklyn *Times* when eighteen years old, and four years later joined the *Eagle* staff.

Uncle Remus Home magazine has absorbed the *Midland* magazine, published at Cincinnati.

A permit has been issued for the erection of an eleven-story power house for the Curtis Publishing Company, at Philadelphia, costing \$500,000.

The *Independence Sentinel*, of Kansas City, has been sold by W. N. Southern to E. C. Gordon.

RECORD CROPS OF CORN AND WHEAT.

ADVERTISING PROSPERITY PRACTICALLY MADE CERTAIN BY THE GOVERNMENT CROP ESTIMATES—MEANS BIG TRADE WITH THE FARMER—THREE BILLION BUSHELS OF CORN ALONE.

If we want to know how all kinds of advertising are going to fare during the next fall and winter, there is no more reliable place to look than the farm.

The crops are now far enough advanced, and in many cases even already harvested, so that the government's experts are able to make estimates that can be relied upon within a fraction of 1 per cent. Usually they underestimate a trifle.

Take the corn crop. This nation has never seen such a corn crop as is now ripening on our fields. Seven million two hundred and eighteen thousand more acres than last year are in cultivation, or over one hundred and nine million acres, and the government estimates that there will be at least three billion bushels of corn ready for market. The average condition of the corn crop is 89.3, as compared with 82.8 last year and 80.2 in 1907. This year's crop is 5 points above the ten-year average.

Following is the division of the record corn crop through the principal corn states:

States.	Acr'ge, 1909.	Cond'n, Jul. 1.	
		Acres.	10-yr. Av.
Illinois	10,206,000	94	87
Iowa	9,304,000	86	86
Texas	8,247,000	82	76
Nebraska	7,926,000	91	86
Missouri	8,145,000	91	85
Kansas	7,810,000	91	85
Oklahoma	5,915,000	94	88
Indiana	4,913,000	93	85
Georgia	4,474,000	90	86
Ohio	3,834,000	90	83
Kentucky	3,568,000	89	87
Tennessee	3,417,000	80	86
Alabama	3,233,000	77	85
N. Carolina	2,898,000	83	88
Arkansas	2,889,000	91	83
Mississippi	2,862,000	72	82
S. Carolina	2,218,000	87	84
S. Dakota	2,059,000	93	85
Virginia	2,040,000	90	90
Michigan	1,976,000	86	81
Louisiana	2,226,000	91	80

States.	Acr'ge, 1909.	Cond'n, Jul. 1.		Ohio	5.3	78	75
		Acres.	10-Yr. Av.				
Minnesota ...	1,680,000	91	80	Oklahoma	4.9	77	79
Wisconsin ...	1,533,000	89	83	California	3.1	77	79
Pennsylvania .	1,508,000	92	86	Tennessee	2.8	85	78
United States.1,109,006,000		89.3	84.8	Virginia	2.8	89	81
				Maryland	2.7	85	86
				Michigan	2.7	86	71
				Texas	2.4	56	73
				Kentucky	2.4	83	79
				Washington	2.4	90	91
				North Carolina	2.1	89	80
				Oregon	1.9	80	88
				New York.....	1.5	88	82
				United States	100.0	82.4	79.6

Let us take wheat next. The average condition of spring and winter wheat combined was 86.5 on July 1st, as against 83.9 last year, 81.6 in 1907 and 82.4 for the ten-year average. In other words, wheat is away ahead of all averages, and the money which farmers will get from their farms will be increased by many millions over all years except possibly the high record year of '01. There has been a steady increase every year since 1904 in the value of wheat. The winter wheat crop in the various winter wheat states is apportioned as follows:

States.	in State	P. C. Con-		10-Yr.
		of U. S.	di-	
Kansas	21.1	76	75	
Indiana	8.0	84	73	
Nebraska	7.8	85	85	
Missouri	7.0	85	82	
Illinois	6.9	87	77	
Pennsylvania	5.4	91	86	

Other farm crops show corresponding gains, as is shown by the following table:

Product.	Condition. 10-Yr.	
	1909.	average.
Oats	88.3	86.8
Barley	92.2	88.3
Rye	91.4	89.8
Potatoes	93.0	91.0
Tobacco	89.8	85.7
Flax	95.1	90.4
Apples	54.6	62.3

Every advertiser, every magazine and every newspaper will share the gains from these increased crops. The farm papers will get perhaps the fattest share of all, for these figures cannot help but awaken advertisers to the trade which lies ready to till among the farmers.

You will like the August issue. Others will too—and the issues to follow are going to be better.

METROPOLITAN MAGAZINE

Advertising space at one dollar, and one and a half cents per thousand of circulation—the quality is velvet

A MODERN MUST BE EQUIPPED

It must have authentic, crisp telegraphic news and cable news of today's happenings which will

Hearst News Service

is prepared to furnish a full leased telephone wire report, also special reports for Hearst both morning and evening papers. The rates are moderate. The service is efficient and reliable. Your patronage is NEEDED.

THE HEARST

The Twenty-Four

200 WILLIAM STREET :: ::

NEWSPAPER IN A MODERN STYLE

raph solicited. If you want a News Service
which is really up-to-date, and which
will furnish all the news

Without Fear or Favor

sed then you should arrange for the
for Hearst News Service because it has
ers, demonstrated time and time again its
ice efficiency in COVERING GREAT
is NEWS EVENTS.

STEW'S SERVICE

-Favor Service

• • • •

NEW YORK

Good Housekeeping Magazine

The increased circulation throughout the Fall months may be obtained without extra cost. Full pages will be used by those advertisers who know the Magazine best.

Over 250,000 women, devoting themselves to the up-keep and management of typical American Homes, form an unequaled constituency for those goods whose purchase rests in women's hands. There is no waste to this circulation.

UNTIL SEPTEMBER 25th
\$225 per Page

The Phelps Publishing Co.
Springfield, Mass.

NEW YORK

CHICAGO

TWENTY-ONE YEARS MAKING FRIENDS AND ENEMIES.

BOTH HAVE BEEN AND WILL BE IMPORTANT FACTORS IN THE DEVELOPMENT OF "PRINTERS' INK"—A FEW REFLECTIONS CALLED FORTH BY THE "LITTLE SCHOOLMASTER'S" 21ST ANNIVERSARY—A PASSING GLIMPSE AT THE PAST YEAR AND A PEEK INTO THE FUTURE.

Among the highly prized congratulatory messages received by PRINTERS' INK on its twenty-first anniversary is the following from Thomas A. Barnett, treasurer of the Orange Judd Company:

I take this occasion to congratulate you on coming of age. I may say that I have read, I think, every number of PRINTERS' INK from the beginning, and it certainly speaks well for the editorial management that it could have lived and maintained a consistent policy all this time. I believe that PRINTERS' INK has been almost the most important single factor in putting advertising up to the high and dignified place in commercial life that it now occupies.

I cordially congratulate you on your anniversary, and I wish you "many happy returns of the day."

The only editorial policy which PRINTERS' INK has had from the very beginning has been to preserve an absolutely impartial attitude on all questions relating to advertising. This policy has been consistently maintained, and, while it has sometimes operated to the temporary disadvantage of the paper, the eventual result has always been to make it stronger than ever.

Owing to this policy, PRINTERS' INK has throughout its entire life been steadily acquiring a host of faithful friends and a variegated collection of enemies.

The friends of PRINTERS' INK are not only advertisers, publishers and advertising men, but many of them have nothing to do with advertising. The latter are simply discriminating people who admire the methods of the "Little Schoolmaster," and who read it because it interests them.

The friends of PRINTERS' INK are not the demonstrative sort. But they *are* the kind that is aptly described as "true blue." Having

been originally attracted to it by its fearless criticisms, its common-sense ideas and its plain, unvarnished treatment of such subjects as fall within its scope, these friends have watched PRINTERS' INK grow year after year, have dropped an occasional word of encouragement, and have remained loyal through thick and thin.

PRINTERS' INK appreciates its friends. It appreciates their kindly feeling, their occasional suggestions and their unwavering loyalty. They have been important factors in the growth of PRINTERS' INK from the first issue to its twenty-first anniversary, and they will be equally important factors in its future growth.

To PRINTERS' INK's enemies—and it has a lot of them—is also due much credit for the success which the paper has achieved. A publication without enemies is a weak-kneed proposition that can't hope to reach a very lofty pinnacle.

PRINTERS' INK appreciates its enemies. It realizes that its most energetic critics are its enemies—and it believes that criticism, no matter how rabid or venomous it may be, is the finest incentive to progress which a publication can have. Certainly PRINTERS' INK would count itself unfortunate, indeed, should there ever come a time when it had no enemies.

PRINTERS' INK has seen advertising develop from a crude beginning to its present high state. When PRINTERS' INK was started everybody had a very hazy conception of advertising. There were plenty of ideas about, but they were in a chaotic condition, resembling a herd of steers on a stampede. PRINTERS' INK set itself to the task of stopping the stampede. It rounded up the rampant ideas into bunches, discarded some, fostered others; and gradually a semblance of order was brought out of the chaos. That was when advertising began its real forward movement.

George P. Rowell was probably the one man of those days who could have accomplished this.

The possessor of a keen, analytical mind and tenacity of purpose, he simply rode over obstacles and laughed at the mob at his heels. He made *PRINTERS' INK* a great power in the development of advertising, simply by keeping it on a straight course and preserving its absolute independence. He gave it the vigor of his own personality and passed it on to his successors with all its original powers unimpaired.

Under the present management the same vigorous policy and the same independent attitude has been rigidly maintained. In fact, the only difference between the old and the new *PRINTERS' INK* is the difference due to changing times and steady growth.

During the past year *PRINTERS' INK* has progressed and expanded with remarkable rapidity. Its paid circulation has increased until it has reached a higher point than at any previous time. Its advertising patronage has grown until *PRINTERS' INK* now carries in one issue more advertising than formerly appeared in four or five issues. This anniversary number contains more pages, more reading matter and more advertisements than any preceding number.

One interesting incident of *PRINTERS' INK*'s expansion is the recent establishment of the English edition. Some months ago it became evident that the British advertising world had reached that stage in its development when a journal which would be to British advertising what *PRINTERS' INK* is to American advertising was demanded. *PRINTERS' INK* has always been immensely popular in Great Britain, but, of course, it has dealt with British publishing questions only in a limited way. Accordingly the present management of *PRINTERS' INK* decided to bring out an edition to be published in London and to be devoted strictly to British interests. J. D. Hampton, president of *PRINTERS' INK*, made a trip to London to arrange preliminaries. A publisher was secured in S. H. Benson, Limited, one of the best known

advertising firms in the empire. Thomas Russell, for years the London correspondent of *PRINTERS' INK*, was appointed editor, and *PRINTERS' INK, ENGLISH EDITION* appeared on April 21, 1909. It was received with enthusiastic approval by the whole field of British advertising interests. Subscriptions flowed in at a rapid rate and publishers quickly arranged for the use of space. In short, the *ENGLISH EDITION* immediately took the same firm grip on the British field that the parent publication for twenty-one years has had on the American field.

During the past year *PRINTERS' INK* has been digging deeper than ever into the various phases of advertising and has published series of practical articles describing actual campaigns. One feature which attracted attention and comment was the series presenting "imaginary campaigns" for goods which have not yet been advertised. It is a matter of record that several new advertisers have been developed by this series. *PRINTERS' INK*'s "specials" have also called forth much commendation. Its magazine, newspaper, farm-journal, mail-order-paper, trade-journal and street-car numbers have gone into these special subjects with exceptional thoroughness, describing campaigns conducted through the different classes of mediums and pointing out the individual characteristics that belong to each.

PRINTERS' INK has never been in the habit of making promises. But it feels in the mood for making one on this occasion: There will be no backward movement on the part of *PRINTERS' INK*. It will keep right on its independent way—acting always according to its best judgment—presenting facts and figures of value to advertisers—commending what seems worthy; criticising wherever it may be deserved.

PRINTERS' INK intends to make both more friends and more enemies during the years to come—which means that it is going to continue the vigorous and virile policy that has always been part and parcel of *PRINTERS' INK*.

JAPANESE ADVERTISING
AGENT TELLS OF METHODS IN HIS COUNTRY.

STARTED HIS AGENCY TWENTY YEARS AGO AND NOW EMPLOYS 60 PEOPLE—HAS "PRINTERS' INK" TRANSLATED EVERY WEEK FOR HIS OWN BENEFIT—SOMETHING ABOUT THE MEDIUMS OF JAPAN—GREAT FIELD FOR AMERICAN MANUFACTURERS.

By Sadae Takaki.

[Mr. Takaki, who conducts the largest advertising agency in Japan, is now visiting this country, and at the request of PRINTERS' INK dictated the following article to his interpreter. Mr. Takaki is progressive in his ideas of advertising. He has long been a student of methods and is introducing American advertising ideas into his country as rapidly as he can. What he says about conditions in Japan will interest all American advertisers.—EDITOR.]

The advertising agency in Japan has not the long history of Japan herself, being but comparatively recently introduced into the world. It was twenty-two years ago that Kohodo began an advertising agency in Tokio, the capital of Japan. Primarily, he was, as a matter of fact, an agent of few newspapers—that is, it was not his chief object to be of service to the advertiser, but to the publisher.

I started my advertising agency nearly twenty years ago. From the start I made up my mind that my business is to render service to advertiser primarily, and next to publishers. During the last twenty years I had a great struggle to develop the business successfully, but I may say now, without any slight boasting word, that I am one of the pioneers of the advertising agency business in Japan.

I established my head office in Osaka, the biggest commercial city in Japan, and two branches in Kioto, the ancient capital, and in Tokio, the present metropolis. I am now employing sixty men and women. The name of my firm, "Man Nen Sha," literally means "Million Years Company," and it is recognized by publishers all over the country, not only in Japan, but also in Corea and China.

Our business is still primitive in comparison with the big agencies in America and England. It is, however, my determination of mind that I will improve the means of conducting the business as I find it possible to do so.

I have my own fine art department and adopted the Western method of bookkeeping and systematic means of handling business long years ago.

To get new ideas from everywhere I have been reading PRINTERS' INK with much interest for long years. I have it translated into Japanese by my secretary. I owe the late Mr. Rowell very



BORDEN'S MILK IN JAPAN

much for what I know about modern advertising.

In the last twenty years several other agencies have been established in Japan, and at present there are a great many—some strong and many weak—among which, fifteen in Tokio, seven in Osaka and two in Kioto, are conducting the business along solid lines and enjoying good standing.

Generally speaking, the business is progressing as other trades do. The scheme and method of advertising, however, are yet less developed.

Many smaller agencies are struggling with one another to increase their business by dealing in low rates rather than by competing in design or copy or methods of ad-

vertising. Such mean competitors, as a rule, destroy each other. The big agencies are increasing their power more and more, getting strong credit from both adver-



A JAPANESE SOAP AD

tisers and publishers. Frankly speaking, the large ones are getting larger and the small ones smaller. The field of advertising at the present time in Japan seems to be controlled by a few big agencies, and but little space is left for the small ones. In the future, if I may venture to predict, advertising agencies will compete with one another more on the art and method of advertising than on the financial side of handling the business.

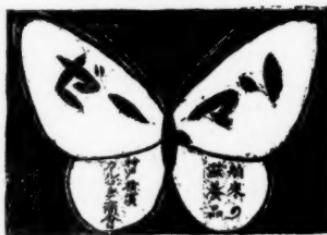
The big papers in Osaka and Tokio generally devote one-third of their space to advertising, although sometimes it occupies more than two-thirds of the papers. The kinds of advertisements are almost the same as we see in American papers.

During the Chino-Japan war and the Russo-Japan war the circulations of newspapers increased rap-

press as they were in other civilized countries. You will find a few newspapers in every country town in Japan.

In comparison with daily newspapers, magazines, weekly and monthly, have not so much power as they have in the United States. There are thousands of literary, technical and trade periodicals, but very few which are circulating more than 10,000 copies a month. Advertisers in Japan who want to reach as many people as possible all over the country take the newspapers as the mediums of advertisement, except for the special advertising going to technical periodicals.

I do business with some 350 newspapers and thirty magazines, published mostly in Japan, but a few in Corea and China. If you ask me which is the biggest and



A MEDICINE AD

most effective newspapers for advertisements, I do not hesitate to point out two dailies in Osaka and five in Tokio. These are, in their circulation and in their nature, national papers.

The Osaka *Mainichi Shinbun* and the Osaka *Asahi Shinbun* circulate more than 250,000 a day, not only in the city of Osaka, but all over the country, and in Corea and China. The *Jiji Shimpō*, the *Hochi*, the *Yorozu Chōhō*, the *Tokio Asahi* and the *Kokumin Shinbun* circulate between 100,000 and 200,000 a day, some among business men, some among the students class, some in official classes. The Osaka papers (mentioned above) are twelve, and very often sixteen and sometimes twenty, pages of eight or nine columns in similar size to first-class Ameri-



A JAPANESE BEER AD

idly. In addition to that, universality of education and development of industrial and commercial conditions are the important factors in the advancement of the

can papers. The special numbers published on the feast day and New Year are about eight-tenths advertisements.

In the last few years some of the advertising done in Japan by American and English firms has been the books of the London *Times*, "Sunlight" soap, "Singer" sewing machines, Borden's condensed milk, "Somatoze," a patent medicine, and some other foreign firms. Their advertisements are not only large in size, but very attractive in idea, often changing the design and scheme. They are very

Japan, Corea and China to extend their field in the biggest market?

While I stayed for a few days in Chicago I had the privilege of meeting with several business men in an advertising club. We have in Japan two associations organized by advertising agencies, primarily business and secondarily social in their nature. One is in Tokio and the other in Osaka. The one in Tokio is named "Kio-wakwai" (Association of Reconciliation), and the one in Osaka is the "Mokuyokwai" (the Thursday Club). The Publishers' Association recognizes these associations and they serve for mutual benefit.

Since I landed in the United States of America two months ago I have had a chance to meet many business men, and I am receiving many new ideas from them. I admire very much the clever and large scale of American business.

It is, I believe, a legitimate expectation that our relation, cultural and commercial, will be intimate and friendly.

OLDEST STORE IN AMERICA.

B. H. GLADDING DRY GOODS COMPANY.
PROVIDENCE, R. I., June 18, 1909.
EDITOR OF PRINTERS' INK:

The June 16th copy of PRINTERS' INK which came to my hand was imperfect, having a part of one page torn out. As I am trying to keep a perfect file of this magazine, I would like to have you send me a perfect copy. You certainly have made it a mighty practical and helpful magazine since you took hold. Can't do without it.

We are the oldest dry-goods store, or business house of any kind, in America, having done business "At the Sign of the Bunch of Grapes" since at least ten years before the revolutionary war.

We are said to be the only store in this country which has its own body, as well as display, type, exclusively confined to it alone in its own territory.

It will not take more than a glance at our advertising to convince you that, whether you like it or not, it has a distinct individuality of its own in style of copy, typography and make-up.

The black display type and the rather diffuse style of copy are not what you would ordinarily expect in the advertising of the one exclusive high-class store in rich, old, ultra-conservative Providence, or southeastern New England.

It is my increasingly strong belief that each city and each retail store in a city is a distinctly different advertising problem and should be treated differently from any other.

FREDERICK W. ALDRED,
Secretary.



LEVER BROS.' JAPANESE ADS

effective, I am sure, in securing business in Japan.

It seems to me that American and European traders and manufacturers are not familiar with how much influence advertising has in Japan. Moreover, they do not know, it seems to me, about how profitable a field for their trade is lying in the Far East. The few ads from foreign firms in Japanese papers and periodicals is due, I think, to these two reasons.

I wonder very often why America's foresighted and enterprising industrial captains and trade generals do not pay attention to this point. The Far East is the market for the world. Why do they hesitate to utilize publications in

MANY NEW CHICAGO AC-
COUNTS START THIS
FALL.

A NEW THREE-BARREL GUN, NEW BANANA FOOD PRODUCTS, A BIG UMBRELLA MAGAZINE ACCOUNT, AND MANY OTHERS STARTING — LARGE VOLUME OF ADVERTISING FOR REGULAR ADVERTISERS.

Chicago and its field is all primed for what looks like a remarkably big volume of fall business. While other sections of the country are preparing for a "normal" prosperity, Chicago is acting confidently on the assumption that a record prosperity is coming. There has never been such activity among advertising agents in Chicago as now, and the results of their labors in the vineyard are very apparent.

This fall, it may be said without fear of exaggeration, a larger volume of business will go out from Chicago than ever before. The advertising spirit seems to be thick in the air, and some very large concerns which have never in their history done any real advertising are figuring with agents.

▲ THREE-BARREL GUN

As a consequence, a feature of fall business from Chicago will be the number of new accounts making their appearance. For instance, there is the Royal Three-Barrel Gun, a new combination of shotgun and rifle, which is going to be very vigorously pushed. The Long-Critchfield Corporation has everything ready to put out this campaign early in the fall, and the *Saturday Evening Post*, *Collier's*, *Harper's Weekly*, *Life*, *Success Magazine*, *Recreation*, *Outing*, *Scientific American*, *Motor*, *Outdoor Life*, *Field and Stream*, *National Sportsman*, *Canada West* and *Pacific Monthly*, will be used. A bright dealer's campaign has been planned for it, and a beautiful twelve-page dealer's folder printed in colors and telling the dealers all about the new gun, is ready to go out.

An interesting feature of the plans for this campaign is that the advertising agents conducted

a conservative trial campaign in a limited district to find out just what might be expected for the proposition. Dealers were found uniformly interested in the proposition. Some mail advertising to sportsmen was done, and on stirring up interest one of the guns was sent to the nearest dealer, the dealer handling the sole transaction and taking his profit.

As a result there is practically no doubt but that this campaign will be a winner from the start, and extend its list of mediums further.

PRINTERS' INK'S SUGGESTION BEARS
FRUIT.

Another new and exceptionally interesting account is that of the

THIS AD WILL APPEAR IN THE FALL

umbrella which will be advertised (following significantly the article on the need of umbrella advertising in *PRINTERS' INK* some months ago). This umbrella will be most widely advertised in the magazines, and will be one of the most conspicuous of the new fall accounts. The Mahin Advertising Company developed the account.

An interesting feature of Western advertising developments is the way the machinery people are coming into the general advertis-

ing field. The Alis-Chalmers people have for years reaped success through advertising, but it seemed as if other machinery men were slow in appreciating the fact. The rather unique and quick success of the Dodge Power people, the result of a bold and vigorous campaign, including a double-page spread in the *Post*, planned by the Long-Critchfield Corporation, has evidently done much to awaken interest throughout the machinery field. Old-time manufacturers who have always maintained that general advertising carried too much lost motion, now realize the value of a general reputation. Belting, wood pulleys, boilers, engines and many other things are now being advertised, or are about to be advertised, and a great many of them are from the Chicago field. Lord & Thomas is planning a fine campaign for Fuller & Johnson, makers of gas engines at Madison, Wis. The Dodge Power Transmission Concern will do some big things this fall, and are greatly pleased with the results of their campaign.

"BANANA FOOD"

An interesting newcomer in the advertising field is the American Banana Food Company, which, while as yet advertising in only three Western states, will in the fall extend its advertising considerably. As yet it is pushing only one of its dozen or more products, but eventually it will become a heavy advertiser.

Herbert Kauffman & Handy are busy on very extensive fall campaigns for clients. Extensive newspaper pushing of the already very successful "Cobs" cigars is planned, and also for "Puck" and other cigars by the same manufacturer.

FAMILIAR PRODUCTS BOOMING.

Big things are being planned for the well-known advertisers. Lord & Thomas are pushing hard with Van Camp's milk and with "the food shot from guns," and with the coming fall there will be added space and energy devoted to these and most other campaigns.

The Carter White Lead Company will concentrate a generous appropriation on fall business, and N. K. Fairbanks has already prepared some unusually fine advertising designs which will run this fall in both newspapers and magazines, in large space. The Oliver Typewriter Company is going to put on a campaign this fall which it believes is going to make a real noise in the typewriter field. Herbert Kauffman & Handy have prepared a remarkably thorough and aggressive campaign for Mother's Oats, on a new plan which is expected to mean big things. Both newspaper and magazine space will be used.

The packers are becoming active in a competitive advertising way. Morris has been conducting a vigorous newspaper campaign, and Advertising Agent Dilg is planning even stronger efforts for the fall. All of this means more advertising from the three other p a c k e r s — S w i f t , Armour and Schwarzbchild & Sulzburger.

GOOD REPORTS FROM MILWAUKEE.

Milwaukee is progressing most remarkably as an advertising center. The two largest hosiery advertisers—Hoeproof and Everwear—are located here, and will spend a large appropriation for fall and winter. The Mayhew Furniture Company is a new advertiser here who is steadily increasing his appropriation; and Johnson's candies and Johnson's soaps are both starting on a very large and aggressive advertising campaign. The recent full newspaper pages used by the latter in Chicago proved the success to be obtained elsewhere, and plans are being made to go after it. Patton's paints and S. C. Johnson's wax and stains are both being more vigorously pushed than ever before.

Farm advertising is very promising from the Chicago field, it is unnecessary to say. Mail-order advertising is not so promising, but by no means at a standstill. Street-car and outdoor advertising is receiving a greater share of attention from advertisers than at any previous time.

McCLURE'S FOR SEPTEMBER

HOW I GOT NEAREST THE SOUTH POLE

The first of a series by LIEUT. SHACKLETON, illus-
trated with the most wonderful photographs of No-
landscapes and Antarctic animal life.

INDUSTRIAL DISPUTES,

By DR. ELIOT, President Emeritus of Harvard
University. Dr. Eliot says: "The recent strikes
in Philadelphia and Georgia make it clear that this
country is still in a very barbarous condition in
regards industrial disputes."

THE SECRETS OF THE SCHLEUSSELBURG PRISON, by DR. SOSKICE, the famous Russian exile and writer.

BEER, THE DRINK THAT HAS MADE THE AMERICAN SALOON, by GEORGE KIBBE TURNER.

THE FLY, THE DISEASE OF THE HOUSE, By PROFESSOR E. T. BREWSTER.

SHORT STORIES

By PERCIVAL GIBBON, KENNETH BROWN, GEORGE ALLEN
ENGLAND, EUGENE WOOD, JOHN FLEMING WILSON



WHAT kind of people make the best customers
for your goods? That's the first question you
should ask in making up your list.

No one who is familiar with McClure's can fail to
appreciate the substantial character of our readers. Their
value as customers is evident from the contents of the
magazine. The September number offers a good criterion.

Having decided that these are the people whose
patronage you wish to secure, there is really no other
obstacle in your way. The prices we charge, the treat-
ment we give, are fair and reasonable. Even the amount
of circulation you will receive is not a matter of guess-
work, excepting as to how much more than we guarantee
to give you.

We have always given more than we promised.

Advertising Manager

44 East 23d Street,
New York.

ALLEN Egerton Chichester
Penn Mutual Bldg., Boston
LSON Ernest F. Clymer
Tribune Bldg., Chicago

In May the Largest Volume of Advertising in Any Newspaper in the United States was Carried by the

SEATTLE TIMES

PRINTERS' INK's Newspaper Summary for the month of May shows that the TIMES carried the enormous total of 1,026,830 lines, leading the next highest paper by 118,829 lines.

For June, 1909, the TIMES' foreign advertising shows an increase of 19,166 lines over June, 1908. The total increase, including local business, was 155,-848 lines.

In June the TIMES published 198,268 lines more advertising than was carried by any other Seattle newspaper.

These figures show why the TIMES has been awarded the PRINTERS' INK Guarantee Star and Gold Marks and also has a place in PRINTERS' INK's Roll of Honor.

The daily average circulation of the TIMES for

**June, 1909, was 63,923 daily
and 80,555 Sunday**

With millions of visitors pouring into Seattle from all over the world to see the great Alaska-Yukon-Pacific Exposition, this edition offers a remarkable advertising opportunity—and you must use the TIMES to cover it.

**THE S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives**

**Tribune Building
NEW YORK**

**Tribune Building
CHICAGO**

The Griddle

"There's nothing like a hot griddle for bringing out the true flavor of good meat." —Lucullus.

By Leroy Fairman

The hilarity and handshaking are due, I understand, to the fact that PRINTERS' INK has reached the age of twenty-one. It has certainly accomplished a great deal in so short a time, for, when you come to think of it, twenty-one years isn't so very long. Many of the old fellows look about the same as they did in 1888, and statistics show that over 80 per cent of the 7,623,489 ad-school graduates of the country were born before that date. Such being the case, it seems queer that advertising itself was then only a little toddler, falling over itself when it tried to walk and making funny noises when it tried to talk.

True, there was advertising in those days, and a good deal of it. Many of the leading advertisers of 1888 are leading advertisers now. The *Century Magazine* for July of that year carried about seventy pages of advertising, and among those who helped fill the space were Pears', Colgate, Cuticura, Rubifoam, Packer's Tar Soap, Durkee's Salad Dressing, Franco-American Soups, Curtice's Preserves, Mellin's Food, Singer Sewing Machines, Cluett's Shirts, Pearline, Sapolio, Hires' Root Beer, Castoria, Remington Typewriters and others of lesser note. Sounds a good deal like 1909, and speaks well for persistent, continuous advertising.

They meant well, those advertisers of nearly a quarter of a century ago, but the illustrations they used were funny, and their copy was about as inspiring as a set of moving pictures of a turtle asleep on a log. Verily, advertising has grown fast, and is a big boy now.

* * *

But, just because we live in these enlightened days, let us not be unduly puffed up. There are perhaps a few things to learn yet.

Riding on a street car this morning, I saw a car card advertising three brands, or styles, of Onyx hosiery which bear these astounding names: Dub-L-Top, Wyde Top and Doublex. Could an advertiser of 1888, or 1788, have dared anything worse than this?

Another car card which is now vexing the soul of the New Yorker proclaims this immortal truth:

B—E—Z
And You'll Be Happy.

The theory of this and all similar freaks is that nobody will be happy till he finds out what it's all about —that New York or whatever place is thus infested will be a city of restless days and sleepless nights until the answer is divulged. This might have been an excusable theory in 1888, but it should have been exploded long, long ago. Still another car card shows a picture of a guyascutus on a tree, with this legend underneath: "You can't play possum with Sapolio. It cleans." This means, if anything, that if you hide Sapolio away in a closet and expect it to lie still and behave, you will be disappointed, for as soon as your back is turned it will climb out and begin to clean things. Great thought.

One more for bad luck. That frisky ancient, the *New York Sun*, has just appeared in the cars with this one:

All the News
All the Fun
In the Sun

Which proves, if any proof were needed, that in so far as advertising itself is concerned, some Joshua commanded the *Sun* to stand still at least twenty-one years ago, and that it stands without hitching.

But all the evidences of the per-

sistence of the evil influence of infantile errors in advertising are not to be found in the street cars. Far from it.

No matter how far back you go, it would be difficult to find a man with more temerity than the individual responsible for handing out a food whose chief claim to favorable consideration is the fact that it is "shot from guns," thus suggesting the fumes of gunpowder, smoke, soot, and other equally appetizing things. And as this swims from our dizzy ken, look who's here! Who, indeed, but our dear little sweetheart with the corns, sailing gaily along in an airship made out of a pasteboard carton. My money on that as far worse than anything 1888 was able to show. But if you don't agree with me, how about the picture of a little kiddo trying to feed Cream of Wheat to a toy soldier—"None but the Brave Deserve the Fare"? You'll have to dig back as far as the early numbers of Godey's Ladies' Book, or whatever its name was, to tie that one.

* * *

For twenty-one years PRINTERS' INK has fought fool advertising, with the able assistance of many experienced and distinguished contributors. Why, then, do advertising inanity, futility and positive idiocy still flaunt themselves in high places, naked and unashamed? Because it is human nature to refuse to profit by the experience of others. Because the man with the dough, but with no advertising knowledge or experience, is the dominating influence in so many advertising campaigns. And because, as ever, money talks.

But don't be discouraged. As a whole, the advertising business has made marvelous progress, particularly in the past ten years or so. It seems but yesterday that ten dollars was a good deal of money to pay for a piece of copy, and twenty-five would give any advertiser pause. In fact, the latter figure was considered quite some money to pay for the copy for a booklet or even a catalogue. And as for artists, the average advertiser found it difficult to under-

stand why they should charge anything at all for trifles which they could dash off in an hour or two—just by way of amusement more than anything else.

It is somewhat different now. Progressive and successful advertisers are willing to pay real money in considerable chunks for copy that will produce, and I read the other day of a commercial artist who was fined for speeding his automobile.

There is one thing in particular that we have to be thankful for in this day and generation, and that is the gradual but sure elimination of the faker. He certainly did flourish when PRINTERS' INK was an infant. Advertising was supposed to be a strange, mysterious thing, likely to work miracles while you slept, and the fakers made hay. They covered the country with smooth solicitors, and sold worthless space in weird mediums, real and imaginary, as well as all sorts of useless and impractical novelties and other flim-flam schemes. In fact, "scheme" was supposed to be a legitimate word in the dictionary of advertising, and the earnest, honest, intelligent advertising man suffered severely by being confused in the public mind with the faker and the grafted. That is all over now. The real advertising man has come into his own.

But advertising is still young. Lots of important progress will be made in the next few years. Personally, I hope to see the time, and that soon, when advertisers will seek custom only through sensible, reasonable, convincing copy, and place their copy only in mediums that sell goods for them in profitable quantities.

That may not sound like a very big hope, but, under circumstances as they exist even in 1909, it's quite big enough to suit me.

The Cuero (Tex.) Commercial Club has just issued a beautifully illustrated 242-page booklet describing the section of the country near Cuero and giving detailed facts concerning its resources. The booklet will be widely distributed in the North and West by means of an active advertising campaign which the club has begun to attract homesekers and others to De Witt county.

DON C. SEITZ TALKS TO CIRCULATION MEN.

At the convention of the National Association Managers of Newspaper Circulation, held in Cleveland, Don. C. Seitz, of the New York *World*, one of the ablest newspaper men in the country, delivered the principal address.

Mr. Seitz admonished the members regarding the expensive habit of securing "representation" for their papers in outside towns.

The other speakers were E. H. Baker, C. Fentress and H. S. Thalheimer, of Cleveland.

The convention, lasting three days, included the most extensive programme during the life of the association, the social features being confined to but one evening spent at Euclid Beach.

The new officers elected are: Robert L. McLean, *Bulletin*, Philadelphia, president; H. E. First, *Enquirer*, Cincinnati, first vice-president; John D. Simmons, *Journal*, Atlanta, second vice-president; Joseph R. Taylor, *Press*, Grand Rapids, Mich., secretary-treasurer.

The next annual convention of the association will be held in Montreal.

The membership in the Association now consists of 210 men; each in charge of a circulation department of a daily paper.

◆◆◆
A CLERGYMAN ADVERTISING MANAGER.

Ft. Worth, Tex., has the unique distinction of containing a preacher who is also an advertising manager. He is the Rev. Ernest House. He is the advertising manager for the Marshall-House revivals. He has been advertising manager also for patent-medicine and other concerns.

Speaking to a men's club recently the Rev. Mr. House denounced grafting advertising and minced no words in denouncing the advertising graft which many religious institutions attempt to practice on advertisers.

"Many of the schemes promoted by church people for securing ads are pure fakes and grafting methods," declared the clergyman-advertiser. "When they approach you and tell you that you can not afford to pass them up, that if you don't advertise with them their church will boycott you, then be assured that you can not afford to advertise there, for it is a fake."

"Such people bring you very little trade and they will bring you no less by your refusing to place an ad with them."

◆◆◆

Leslie's Weekly for July 15th has a guaranteed circulation exceeding 180,000. The rapid advance of this weekly during the past year has caused comment throughout the publishing world.

Proof of the fact that the advertising germ has worked its way down as far as the push-cart peddlers is furnished by the fact that Joe Yesbik, an American, Ga., banana pedler, recently inserted in the *Times-Recorder* of that city a large ad bristling with logic and fact against increasing the peddling license cost.

New Haven

—Connecticut's

Largest City!

The Register

—New Haven's

Best Paper!

For the advertising of Household Articles and Food Products, **THE REGISTER** is an ideal medium.

A two-cent evening paper—clean in its reading columns—excluding all objectionable advertising—publishing daily the best Woman's Page—the leading paper for Society and Local News.

The REGISTER carries more CLASSIFIED ads than any other paper in Connecticut—and More than ALL other New Haven papers combined.

Circulation 17,000 copies daily.

For New Haven
—The Register

JULIUS MATHEWS, Representative.

¶ There's a man in New York by the name of Freeman who's doing a REALLY NEW stunt in advertising.

¶ He's putting ADVERTISING SUCCESSES of all sorts under his mental microscope and on Page One of The Evening Mail telling folks what he sees,—with the hard pedal always on the STRAIGHT POLICIES of both advertiser and advertising medium.

¶ On Thursday, July 8th, he took a look at THE NORTH AMERICAN, a newspaper published every day in the year in Philadelphia, and here's part of what he said about THIS advertising success:

The "North American," of Philadelphia, long ago BEGAN A CRUSADE AGAINST THE PRINTING OF UNRELIABLE ADVERTISEMENTS.

It has been a MARVELLOUSLY SUCCESSFUL FACTOR in the uplifting of newspaper advertising—IN ELIMINATING THE CHAFF and placing before its readers only the wheat.

IT HAS STOOD FOR A PRINCIPLE, although in standing for it in the beginning, it meant the loss of several thousand lines of advertising per month, and because IT HAD THE COURAGE TO STICK TO THAT PRINCIPLE, it has won out handsomely.

Call it "nerve," or policy, or business expediency—it doesn't make any difference which—THE FACT REMAINS THAT DOING THE RIGHT THING IS THE RIGHT THING TO DO.

It so happens that the "North American" has acquired, by maintaining a policy of simple, old-fashioned honesty—A GREAT REPUTATION, more far-reaching THAN EVEN IT realizes.

As soon as advertisers all over the country begin to realize that a newspaper will not print any but legitimate, straight advertisements, THEN THEY COMMENCE TO FORWARD COPY TO IT IN BIG CHUNKS.

The number of copies sold by a newspaper—commonly called circulation—or the rate a newspaper charges for its advertising space, DOES NOT COUNT NEARLY AS MUCH AS THE CHARACTER OF THE NEWSPAPER.

HOW ADVERTISING INCREASED PRODUCTION FROM POUNDS TO TONS.

MANUFACTURER WAS ADVISED NOT TO ADVERTISE HIS ARTICLE, BUT DISREGARDED THE ADVICE, AND MADE A HUGE SUCCESS—STREET CARS THE MEDIUMS USED.

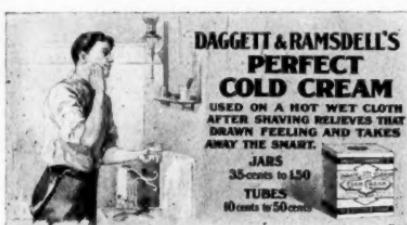
It is no exaggeration to state that any article of merit truthfully advertised, providing the advertising is persistent, is bound to make a success.

There are, of course, certain conditions governing this, but they are not limitations. The man behind the article must have faith in

had had a very long and varied experience with the publicity end of proprietary articles. This man was a good friend of mine, and when I told him that I thought of advertising a cold cream, he said you can take my advice for what it is worth, and it ought to be worth something, and that is, don't advertise a cold cream. Certainly there is no article that I can think of at just this moment that offers greater obstacles to overcome. Practically every druggist in the country who has laboratory facilities puts up his own cold cream, and would push it naturally in preference to yours. Therefore, whatever advertising you did would simply promote the sale of cold cream generally, and not yours in particular.

"I thanked him for his advice, and told him that he had furnished me with the very best reason in the world for advertising our cold cream, and that was that as practically every druggist made his own cold cream — and being confident in my mind that I made the best cold cream, I was going to advertise it, and trust to my confidence in human nature to know that the public wants the best, and will buy the best when they know what is best. Furthermore, I had some very definite opinions, and the first one was that when a man has a limited amount of money to spend, he wants to spend it where that money will do the greatest amount of good.

In other words, he must concentrate his efforts, and in order to do this I figured that by advertising in New York I would really



its merit and also in advertising, and it is only fair to say that any advertising successes that have been achieved without these essentials, are rare exceptions.

The desire to advertise is active in everyone, and the failure to do so is an open admission of lack of faith in the merit of the article that that particular person would like to advertise.

One of the best examples before the public to-day of faith in their article and faith in advertising is the firm of Daggett & Ramsdell, makers of "Perfect" cold cream, and an interesting story in connection with this is told by Mr. Daggett himself.

"When we first conceived the idea of advertising our cold cream," said Mr. Daggett, "I did, as many business men do — talked the subject over with people whom I thought were in a position to advise. One of the persons with whom I discussed my contemplated advertising was a man who



be concentrating all the forces of my advertising campaign on the entire country.

"I selected the surface cars as the medium for this purpose, as I felt sure they reached everybody in New York and everybody that came to New York.

"I began in August, 1901, by using one-fourth of the cars on a few of the surface lines. The result of this advertising was so satisfactory that I made a new contract in November, 1902, for one-half of the cars in the lines that I was using, and in May, 1903, which, of course, was before the expiration of the last-named contract, I made one for a period of five years from June 1, 1903, adding a number of lines to the lines that I already had. Then

New York pays in proportion of four to one to the advertising I do outside, thus confirming my original opinion, that by concentrating in New York, I covered the entire country."

Mr. Daggett has every reason in the world to congratulate himself upon his early determination to advertise on his confidence in the merits of Daggett & Ramsdell's "Perfect" cold cream, and in his keen judgment of the fact that the people would insist on the best once they were acquainted with it.

The growth of the business has been almost phenomenal. The firm began manufacturing in the basement of its retail drug store, making a few pounds at a time. Today it occupies a six-story building constructed entirely for its purposes, and it speaks of its output in tons instead of pounds.

Mr. Daggett is a great believer in backing up his advertising with sustained trade effort and in sampling, which is just another way of showing his confidence in the merit of his goods. In other words, he believes that once he puts Daggett & Ramsdell's

"Perfect" cold cream in the hands of a person and he uses it, that particular person will never be satisfied with any other cold cream, or, at the very least, he will know one cold cream in which he can have absolute confidence.

Speaking again of his advertising campaign, Mr. Daggett said:

"One of the remarkable things about our advertising has been that, while we have confined the bulk of our publicity to New York surface cars exclusively during the years we have been advertising, we found that the cumulative and far-reaching effect of this publicity has been the means of putting our goods on sale in every civilized country on the globe."

The fact that the Daggett & Ramsdell business has shown a very large increase every year over the business of the previous year is only another of the encouraging features of this campaign.

again in February, 1904, I added all the lines that I didn't have, making this contract dovetail with the contract of June 1, 1903, which—as I said before—was for five years. Then, on January 1, 1906, I made a new contract which cancelled all previous contracts—to run for eight years. Thus, from a start with one-quarter of the cars on a few of the surface lines in New York, I gradually increased my display in the surface cars here until I now have a card in one-half of all the surface cars operated in New York, and what will prove equally interesting to advertisers—all of my advertising bills since the start have been paid from the profits in the business.

"The New York surface cars have represented practically all of my general advertising, and, while I have spread out to other cities and in other mediums comparatively recently, my records show that the advertising that I do in



A Wonderful Factor

In the upbuilding of any business is the knowing how. It is this knowing how that makes Orange Judd Trio occupy its present position in the agricultural world. The Orange Judd Farmer, American Agriculturist and New England Homestead are weekly farm papers with a quarter of a million circulation, which are in close touch with every agricultural and experiment station. Every bulletin issued is immediately at our command for review, while in many instances they reach us in the way of advance bulletins prior to general publication. Thus it is possible for

The ORANGE JUDD TRIO

to keep fully abreast of what is going on in agricultural research for the improvement of farms and the betterment of farming. When anything new breaks out which is of interest to the farmer it is flashed across the wires "good and hot" right into our editorial department, and our readers know it long before some of our competitors have waked up. These facts are what make the Orange Judd Trio such valuable advertising mediums.

An ironclad guarantee drawn up by our legal department and endorsed by our directors puts the advertiser in the same touch with the subscriber as the subscriber is with the local dealer. Subscribers to the Orange Judd Trio do not hesitate to do business with its advertisers.

If you would learn more about agricultural conditions and the facilities of farm paper advertising just drop us a line.

Address :

ORANGE JUDD COMPANY

Western Office :
1448 Marquette Building
Chicago, Ill.

Headquarters :
439-441 Lafayette Street
New York

Eastern Office :
1-57 West Worthington St.
Springfield, Mass.

The Biggest June

During June, 1909, The Record-Herald printed more advertising, both display and classified, than in any previous June in its history. As compared with June, 1908:

Display Advertising Gained, 278 cols.
Classified Advertising Gained, 155 cols.

The Record-Herald is best illustrated by the

Classified Advertising Gained, 155 cols.

Chicago Record-Herald is best illustrated by the statement that in the six months ending June 1, 1909, display advertising

Gained 1216 Columns

over the corresponding months of 1908. And The Record-Herald excludes get-rich-quick and other unworthy advertising.

The Chicago Record-Herald

New York Office, 437 Fifth Avenue

GAINS!

In Advertising

In Circulation

By the

“Fastest Growing Magazine in America”

January	1909	showed a gain of	13.16%	over January	1908	
February	1909	"	"	82.75%	" February	1908
March	1909	"	"	203.57%	" March	1908
April	1909	"	"	82.35%	" April	1908
May	1909	"	"	151.72%	" May	1908
June	1909	"	"	117.65%	" June	1908

Circulation January	1909	was 33,758 more than January	1908	
"	February 1909	" 45,889 "	" February	1908
"	March 1909	" 35,029 "	" March	1908
"	April 1909	" 46,959 "	" April	1908
"	May 1909	" 58,396 "	" May	1908
"	June 1909	" 89,188 "	" June	1908

* Estimated. Complete returns not in when this report was made up, but indications point to an even bigger gain than here stated.

HAMPTON'S is the big, new, active factor in the magazine world to-day, among both readers and advertisers. Its vigor and life and push and earnestness en-thuse all who read it, all who sell it, all who advertise in it. We believe no other magazine in America is attracting so much favorable attention to-day as HAMPTON'S MAGAZINE.

HAMPTON'S guarantees a minimum average circulation of 250,000 copies per month. The present rate is \$250.00 per page.

Forms for September issue close August 3rd.

HAMPTON'S MAGAZINE

F. W. THURNAU
Western Advertising Manager
1638 Tribune Building
Chicago, Ill.

HOWARD P. RUGGLES
Advertising Manager
66 West 35th Street
New York City

HOW ADVERTISING CREATED MORE ADVERTISING.

STORY OF THE DEVELOPMENT OF A NEW MAGAZINE ADVERTISER THROUGH A UNIQUE PLAN—BEGINNING OF THE CAMPAIGN WAS A BOOKLET OF WHICH 360,000 COPIES WERE SOLD TO RETAILERS AT ONE AND A HALF CENTS EACH.

By Arthur K. Willyoung.

There is a highly interesting and instructive story back of the way the "Sampeck" clothes, one of the high-class brands of wearing apparel for young men and boys, came to make its entrance this year into the magazines. It is the story of advertising creating more advertising—an actual instance, in point of fact, of making two blades of publicity grass grow where only one has grown before.

How the magazine publicity, once launched, has been made to yield big results forms another chapter of deep interest in the narrative of the "Sampeck" selling campaign of 1909. By its means, thousands of men have had the clothing brought to their favorable attention in the best way and, even more important, the earnest and enthusiastic support of the best retail merchants in all parts of the country has been won for the brand.

Many new accounts have been opened by Samuel W. Peck & Co., of New York, makers of the brand, as a result of the new magazine publicity and of the aggressive and comprehensive way in which it has been backed up. The whole campaign has been so successful that material additions will be made to the appropriation and the list in the near future.

This story of the creation of an important magazine advertiser revolves around a new idea for the distribution of a trade booklet. For years the booklet has been a favorite form—for a long time it was almost the only form—of advertising used by large clothing manufacturers. The Peck concern, in common with many of their competitors, gave away

annually to retailers for use among their customers enormous quantities of these booklets, setting forth the latest styles in their wear. These booklets, while not without their value, were mostly very crude and the inexact methods used in their distribution resulted in a good deal of waste and unnecessary expense.

When preparations were begun for this year's campaign to push "Sampeck" clothes, it was agreed that the time was ripe for a campaign in the magazines, but there were no funds available for such an advertising use. Accordingly, an effort was made to figure out some plan by which the re-



ONE OF THE HALF-PAGE ADS.

tailers themselves might be made in reality to defray part of the cost at least, of a campaign of moderate size in a well selected list of monthlies and weeklies.

As a result the expedient was hit upon of getting up two handsomely printed and illustrated trade booklets setting forth in the most attractive fashion possible the high-grade character of the wear made by the company, and offering to sell them, together with envelopes, to the trade, at a cost of one and one-half cents each.

Inasmuch as the dealers previously had always received their booklets free, grave doubts were expressed as to whether the merchants would take to the new idea, notwithstanding the fact that this year's booklets were immeasurably superior to anything ever sent out by the clothing house be-

fore. However, it was agreed that if the plan succeeded and any considerable revenue resulted from the sale of the booklets, the sum so realized would be increased materially and the whole used to defray the cost of the desired advertising in the magazines.

Copies of the two booklets, one devoted to exploiting young men's wear and its companion doing similar office for boys' clothes, were sent out to about 500 high-class clothing merchants in the fall of 1908. The booklet designed for circulation among men gave summaries of the results of chief events of the year in the field of amateur sports and the one intended to promote the publicity of the youths' wear contained like features of interest to boys.

Accompanying these sample booklets was sent to every retailer a series of circulars explaining the offer and holding forth to him as an inducement to order liberally of the booklets, the free offer of a large number of other valuable advertising matter suitable for use in his window displays and otherwise.

Among other things the merchant was offered a set of ten large hand-colored window cards, and a set of a dozen miniature cards of the same sort, all made from drawings by Herman Rountree, a well-known magazine artist, who draws all the "Sampeck" style pictures. Sets of single and double column newspaper cuts, assortments of attractive price cards, and a booklet containing a large number of prepared newspaper ads, were among the other business getters sent for the mere asking.

In addition it was explained that the dealer's name and address would be neatly printed on the back of every booklet ordered by him and that the booklet would in every way be made to look as if it was his "very own," just as much as if it were to be turned out by his local printer. The point was strongly made, however, that he would never be able to begin to duplicate such a

booklet at the price at which it was offered.

All of the series of four circulars that went out with these sample booklets were aimed solely at getting the dealers to take hold of the offer and the retailers did take hold so extensively that before this important part of the campaign for the first half of the year was wound up, a total of 360,000 of the pamphlets had been disposed of. This made a total amount received from this source of \$5,400, which total was added to by a special appropriation which brought the sum which was finally



TWO OF THE "WEEKLY" SERIES.

set aside for the magazine advertising up to more than \$10,000 for the six months' campaign.

By far the greater number of the retail merchants who put in booklet orders also took advantage of the opportunity offered to secure the other "Sampeck" advertising aids. The large colored window cards, which are perhaps as fine as anything of their kind ever put to a like use in the ex-

ploitation of clothing in the United States, were particularly popular. In all the Peck Company sent out 5,000 of these alone, as well as a large number of the cards for smaller display.

The magazine list made up by Sherman & Bryan, Inc., the New York agency which for the last few years has been handling the "Sampeck" account, included two weeklies, the *Saturday Evening Post* and *Collier's*, and four monthlies, *McClure's*, *Everybody's*, *Munsey's* and *Success*. This list was selected because it was considered to be a nearly ideal one, both from the point of view of reaching the largest number of young men likely to care to wear good clothes, and also from that of reaching the retail merchant himself in the most impressive way.

"The list of magazines carrying the 'Sampeck' advertising," says George C. Sherman, of Sherman & Bryan, Inc., "we consider to be the very best that could possibly be used for the purpose. After careful study, we figured that it was such a list as would give us the most weight with the dealers and would carry our message to just the class of young men to whom the 'Sampeck' brand of wear would appeal.

"So far as the merchants themselves are concerned, I am satisfied that every live retailer in the land is to-day carefully watching the magazines to see just what is being advertised and how it is being done, and the six publications on the 'Sampeck' list are among those the average first-class clothing dealer would naturally watch most closely."

The campaign began in the magazines in the early spring and ran four months, half pages appearing in the monthlies and 112-line single-column space being used in the weeklies. After it had got well under way, various ways and means were found for keeping the trade constantly reminded of what was being done and getting the utmost out of the magazine publicity.

For one thing, the clothing concern got from each of the six magazines in which their ad ap-

peared a statement giving the magazine's actual circulation in every state and territory in the entire country. The circulation figures for each state were then added together and the sum multiplied by five, statistics showing that there are at least five readers to each copy of a magazine published. Leaving out of account the possible duplication of readers, it was assumed that the total number of readers reached by the half dozen periodicals carrying the clothing advertising of the New York concern, numbered 16,952,195.

A large four-page folder giving a tabulation of these circulation figures by states and territories, a number of reduced reproductions of some of the more attractive magazine ads used and some crisp talk on the value of the "Sampeck" trademark was then prepared and sent out to every retail dealer of consequence in the country. This way of giving the trade a bird's-eye view of what was being done in the magazines was most effective, and results were promptly forthcoming in new orders and dealer activity in various ways.

One of the most striking single achievements of this folder setting forth the figures as to the circulation given the advertising through the medium of the magazines was the winning over to the wear of a large Pacific Coast clothing merchant. This retailer, who owns one of the high-class clothing stores in his section of the country, not only opened an account with Peck & Co. on the strength of what he thus learned the clothing house was doing towards pushing its wear through the big national advertising mediums, but he also, on his own initiative, undertook an independent campaign in his local newspapers and the street cars of his city for the pushing of "Sampeck" clothes.

The next magazine campaign in the interest of the brand will begin in September in the same list of periodicals as already has been used. The first ad in the *Saturday Evening Post* will appear on

September 11th, while *Collier's* "Men's Wear" issue on September 18th will carry a full page, the first to be used to promote the publicity of the wear. After the publication of this full page, the ad will be used in an attractive folder, accompanying a reproduction of the first page of *Collier's*, and some strong "Sampeck" talk, which will be sent out to the full list of dealers with whom and on whom the Peck Company is working.

The manufacturers of "Sampeck" clothes have been in business for thirty-three years, but until two or three years ago had never done much in an advertising way, except through their distribution of free booklets, circulars, etc. About 1907, however, they changed their advertising policy. Their printed matter has since taken on an entirely different character and it is now among the best and the most "classy" put out by any clothing establishment, large or small, in the United States. Last year Peck & Co. went in for a short but vigorous campaign in a number of the Sunday issues of leading metropolitan newspapers and made an important beginning in the work of developing new fields for business.

The advertising appropriation for "Sampeck" clothes has been gradually mounting higher each year under the new order of doing things, and it will be further materially increased within the next twelve months. At the time Sherman and Bryan were called in, the concern was spending about \$20,000 a year on its advertising. This was enlarged the first season the agents were in charge to about \$30,000. This year the total expense for all sorts of publicity is between \$55,000 and \$60,000.

Not the least interesting or significant fact in connection with the story of Samuel W. Peck & Co.'s advertising is that the real entrance of the concern into the larger field of publicity was made just before the beginning of the recent period of so-called "hard times." During this period of two years or so, so trying to many of its competitors, the makers of "Sampeck" clothing, advertising

more and more largely and constantly adding to their advertising expense, more than held its own.

The Peck concern is said to be one of the very few in the United States in its line of trade which has held as much as 85 to 90 per cent of its business during the financial stringency and the months of dull trade which followed. A straw that shows how the wind of business and prosperity is blowing in its direction just now, on the eve of its second magazine advertising campaign, is the fact that while up to this year it has sublet several floors of its building at No. 806 Broadway to other business establishments, it now requires and uses all of them except the ground floor.

WHAT IT MEANS.

Just as a moment's diversion before the whistle blows, let us study the headline of the Sunday advertisement of Ludwig Baumann & Co., who sell furniture at 125th street and Seventh avenue, this city:

YOU CANNOT BUY
FINER FURNITURE
THAN WE CARRY
AT
1/3 PRICES WE ASK

Which means, you see, that, if we charge you \$30 for a chair, you can't beat it for \$10, no matter where you go.

FRENCH NEWSPAPER MEN HERE

The following French newspaper men are in this country to study newspaper and magazine plants: Louis Baschet, editor of *L'Illustration*, of Paris; A. Chatenet, Paris; Louis Bellenand, Fontenay aux Rotes; Charles Vain, Caen; E. Prota, Macon; Louis Danielfils, Lille; Paul Broard, Coutommiers; Desire Dehon, Valenciennes; Fred Verneude, Paris; M. Anton Oudshoorn, Paris; M. M. Desfosses and Desfosses, Jr., Paris, and M. Plateau, Lille. Felix Zavadski, a Russian newspaper man from Vilna, is also with the party.

They will visit Chicago, Seattle, St. Louis, Boston, Montreal and Quebec.

splendid development of its field during a quarter-century. The edition was distributed widely in the East, addresses having been sent from readers, who sent ten cents for each name. Advertising space was taken by towns tributary to Spokane, setting forth the advantages offered to prospective settlers.

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The *Century* for July is the most artistic magazine of the month. No wonder the greatest advertisers in the country hold the *Century* in affectionate regard as a medium. Its appeal to the intelligence and refined taste of its readers through its reading pages is reflected in the advertising pages, and the result is to the distinct advantage of the advertiser.

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⁶ During the month of May the Portland *Oregonian* carried display advertising to the amount of \$45,000 in aggregate lines, which would have filled sixteen pages in the list of ads for that month.

THE APPLES ON TOP

Because the top layer of a barrel of apples shows a fine lot of firm, solid pippins, it does not follow that the same quality of fruit lies beneath. The man who looks for a certain quality in anything, wants more than a surface. It's the quality of the Woman's World that makes it pull. It is not edited like a barrel of apples, with one good top layer of "facers" and the remainder "seconds." Every story in the Woman's World is a good story, the best of its class. Every issue of the Woman's World is a good issue, as able in merit as we can possibly make it.

It has never been the Woman's World policy to publish one meritorious feature and count upon the strength of a single article to compensate for a remaining mass of indifferent fiction and literature.

The Woman's World is a solidly excellent magazine. Its quality never varies, so that the reader who is attracted by one issue is held as a reader by succeeding numbers. Such a class of readers is of infinite value to the advertiser. They represent a dependable clientele. He knows that he is appealing to the best men and women in America every time his story appears in the Woman's World. Therefore, advertising results are always satisfactory, just as it is always easier to get the range on a fixed target than to strike the bull's eye on a constantly shifting one.

There are *only* forty million adults in the United States--*one-fourth* of these men and women

are *beyond* the *purchasing age* or are *unable* to read *English* or to read *at all*. The Woman's World with its *five* readers to *each copy* and its monthly distribution of *two million magazines* *one person in every three* to whom you want to sell your goods. Its circulation is *twice as great* as the *next* greatest circulation of any *best* circulation in the land because it has been secured *solely* through advertising the *merits* of the magazine in magazines, best ladies' papers, agricultural, as well as weeklies like The Saturday Evening Post, Collier's, Literary Digest and Christian Herald. Therefore, not only are the Woman's World readers of the *same* type as the subscribers to *these* publications, but the *best* selection of their subscribers, because they are people who can afford to buy the Woman's World *besides*, and *also* folks who have *proved* that they *read* and *answer* *advertisements*. So the Woman's World, with an advertising rate of \$4.00 per line per million copies, or \$8.00 for its two million circulation, can come *nearer* to carrying out an advertising campaign *single-handed*, and produce *results* at a *lower* cost—it can reach *more places* and *more substantial homes* in *every* city and hamlet and town in the United States than *any combination* of publications totaling the *same* number of readers. If you will sit down and figure how much *more* it will cost to reach these same people by *combining* a *list* of magazines, you will see in a *flash* that the Woman's World will give you this service at a cost which must put it upon *your* list at *first choice*.

The Des Moines Capital's Advertising Record For June Was 4,264 Inches Greater Than The Largest June In The History Of The Paper

2,576 Inches More Than A Year Ago Not Counting The Advertising In The Booster Supplements

Last month The Capital published 27,898 inches of advertising. A year ago for the same month the figures were 23,634. The figures for this month are very much greater than that published by any competitor, including their large Sunday issues, and figuring their thirty issues against The Capital's twenty-six. The Capital is particularly strong with local advertisers and published 4,500 inches more than either competitor. Below are given the detailed figures for the month for all of the newspapers.

CAPITAL (In Twenty-six Issues)		NEWS (In Thirty Issues)	
Local	17,138 inches	Local	13,926 inches
Foreign	6,236 inches	Foreign	4,150 inches
Classified	4,524 inches	Classified	4,223 inches
Total	27,898 inches	Total	22,299 inches
REGISTER AND LEADER (In Thirty Issues)		TRIBUNE (In Twenty-six Issues)	
Local	13,607 inches	Local	6,089 inches
Foreign	5,206 inches	Foreign	1,838 inches
Classified	7,711 inches	*Classified	4,189 inches
Total	26,524 inches	Total	13,116 inches

* The classified advertising in the Tribune is reprint from the Register-Leader run free without any extra charge.

The Booster supplements during the month contained only 1,688 inches of advertising and were in no wise needed in the count for the normal growth of the paper.

NEWSPAPER ADS WHICH INCREASED BUSINESS.

COPY THAT SOLD MORE GOODS THAN EVER IN SPITE OF UNFAVORABLE LOCATION—TAKING TRADE FROM COMPETITORS—FIRM PLANNING TO ENTER NEW YORK FIELD NEXT FALL.

By Lewis P. Johnson.

[There's a volume of suggestion in this little story and the examples of advertising copy which accompany it. The success of this campaign shows what can be accomplished in newspaper space by using plain type and straight talk.—EDITOR.]

An example of the kind of advertising that makes newspaper space profitable and develops advertisers is the campaign now being conducted by Thomas Massey & Co., of Philadelphia.

Massey & Co. are wholesale liquor dealers. They have been in business for many years, and have an excellent reputation built up through good service. But last February the concern proceeded to handicap itself by making a move. From its old location—a fine one opposite Wanamaker's on Chestnut street—it went further up the same street, off the beaten track of the downtown crowds.

Thomas Massey figured that he would lose considerable trade by this move, and immediately took steps to hold as much as possible. The firm had been using newspaper space for over twenty years, but the present emergency called for more than the mere "use of space." It called for real, red-blooded advertising—the kind that says something and says it so emphatically and convincingly that a man simply can't get away from it. This kind isn't easy to find. Nevertheless, it seemed to Mr. Massey that there was only one answer to his problem—newspaper advertising. So he decided to use it.

COPY FOR THE EMERGENCY.

There was one thing clear to Mr. Massey, however. The style of copy with which the concern had heretofore contented itself would not do. It must be copy

entirely different from the ordinary, cut-and-dried liquor copy. It must make a direct appeal and exert sufficient force to overcome the handicap of location. The situation, to Mr. Massey's mind, required straight type and straight talk—no steeplechase figures—no bibulous gentlemen drinking toasts—no tippling ancestors sneaking off oil-painted embalmment—shades of historic toppers leaning over the shoulders of a modern club souse—but just plain information and advice concerning

Claret is a Hot weather drink

And good claret is one of the best table wines as well—in hot weather served as a punch. It is not only delicious but nutritious.

The French as a nation are saving, thrifty, industrious and wealthy—outside some of the larger cities there is no drunkenness, and Claret is largely their drink. The wonderful health of these people is attributed to this wine.

If you are feeling weak, miserable, depressed, and inclined to indigestion try a glass of claret with your dinner.

We won't sell claret cheaper than 50c a quart, because this wine goes out under our name—therefore it must come up to a certain standard. Any wine or liquor sold under our name must be good and delicious, pure—otherwise we will not sell it.

Imperial Clubman Whisky, \$1.00 qt.,
50c qt.
Old Penn Whisky, 75c qt., \$1.25 gal.
Old Penn Table and Cooking Wine,
50c qt.
Imperial Wine, 75c qt.

Old—Spruce 125c
Kerosene—Bacon 125c

Imperial Wines, 75c qt.
Old—Spruce 200c
Kerosene—Bacon 125c

Thomas Massey & Co.
1630 Chestnut St.
Phila., Pa.

Whisky and Quinine

has cured more cases of Grippe than all other remedies combined—a simple cold can be cured in one night by taking hot whisky punch before retiring. In most cases when whisky has not proved efficacious it is caused by the whisky not being up to standard. The number of cases cured by Imperial Cabinet Whisky we believe to be so great that if the exact numbers were known it would be incredible.

Imperial Cabinet Whisky is good enough to make friends wherever it goes—a judge of whisky just as soon as he tastes it will tell you that it is of unusually good quality.

Imperial Clubman Whisky, \$1.00 qt.,
50c qt.
Old Penn Whisky, 75c qt., \$1.25 gal.
Old Penn Table and Cooking Wine,
50c qt.

Imperial Wines, 75c qt.
Old—Spruce 200c
Kerosene—Bacon 125c

Thomas Massey & Co.
1630 Chestnut St.
Phila., Pa.

wines and whiskies, their value, uses and qualities. This idea was based on the assumption that folks will read liquor advertising if it's worth reading.

It took a little time to produce this sort of copy. It meant a radical departure from the generally accepted formula for a liquor advertisement; but it was eventually worked out.

The plan as finally developed was to use six insertions a week, to take a space averaging about 100 lines, and to change copy daily.

CHARACTERISTICS OF THE ADS.

The advertisements which have now been appearing for about four months are strong alike in their simplicity and modesty. They con-

sist of just plain, sensible "talk" about the goods for sale. No extravagant superlatives are used. They have an air of sincerity that inspires confidence. We are told that "Imperial Cabinet" whiskey is a good tonic stimulant; that a small quantity with hot water is excellent for a cold; that with quinine it has cured many a case of gripe. If we don't care to pay the price for whiskey so old and fine as this, there is "Old Penn," which is pure and good and a half dollar cheaper on the quart.

Occasionally an ad is devoted to the history and reputation of the house as a purveyor of good liquors. Again there is a talk on old wines that makes your palate long for a taste of ancient vintages. Recipes for claret lemonades and punches and egg-nogg are given in season.

Just before Easter a modest prize was offered to whomsoever should send in the best essay on the origin and history of egg nogg. It was won by a prominent physician. Printed copies of the essay and some good recipes were distributed to all who requested them.

SOME OF THE COPY.

Here is the text of one of the ads, showing how the recipe idea was worked out:

CLARET LEMONADE A HOT WEATHER DRINK

If friends happen to drop in, see how they'll enjoy this—it's mighty cooling and refreshing—

Juice one lemon
Sugar—broken ice
Glass water—

1 wineglass claret

This makes enough for two. Our California Claret at 50c a quart is better than you might think, judging from the price—we guarantee it pure.

Or, we have Cantrell & Cochran Imported Ginger Ale—a splendid summer drink—but don't forget, if the stomach gets out of kelter, a teaspoon or two of Imperial Cabinet Whiskey is just about what you need to straighten things out—you ought to have a bottle in the house and be prepared for emergencies.

Imperial Cabinet Whiskey, \$1.25
qt. \$4.75 gal.

Old Penn Whiskey, 75c qt., \$2.75
gal.

Good Table and Cooking Wines,
50c qt.

Imported Wines, 75c up.

Bell—Spruce 5934

Keystone—Race 1277

HOMAS MASSEY & CO.,

1830 Chestnut St.

Formerly 1810 Chestnut St., Philadelphia

While not all the ads were based on the recipe idea, they all were based on the idea of giving information.

Very seldom have the ads appealed to appetite. They suggest no tinkling highballs. They are aimed rather at the sensible man who wants good whiskey and prefers to get the best for his money. Very possibly they offer moral support to some men in taking whiskey or brandy into their homes for emergency and medicinal use, but the arguments on this line are exceptionally sane and convincing. "A teaspoonful in a glass of water" is frequently suggested as the right quantity for the stomach out of kelter.

THE RESULTS.

Now, having in mind the axiom that the value of any particular advertising is measured by the cash register, let us sum the results.

Instead of losing business after their change of location, Massey & Co. have steadily gained in both local and mail-order sales. At the present time, they are selling more wines and liquors than at any corresponding time in the sixty-five years' history of the house. They are not only holding their own trade, but taking that of their non-advertising competitors. Within the present week a well-known wholesaler complained to the writer of this article that Massey was making great dents in his business.

The Massey house is now the largest of its kind in Philadelphia and is steadily extending its distribution throughout the Eastern states. The firm is planning to enter New York next fall and advertise there on the same lines now followed in Philadelphia. The list of country newspapers used, chiefly weeklies and now numbering forty-odd, will also be increased.

W. H. Carr, assistant general manager of the *St. Louis Star*, has severed his connection with the *Star* and has assumed the business management of the *Sporting Sun*, of St. Louis, a weekly publication devoted to the review of organized sports.

More Farmers subscribe and pay their own money for WALLACES' FARMER than for any other weekly agricultural paper published in the state of Iowa.

This Is the Real Truth About Iowa Farm Paper Circulation.

If the publishers of the other Agricultural papers think that the foregoing statement is stronger than the facts warrant, we are willing to rest it upon a careful investigation to be made by a committee composed of advertising patrons or representatives of advertising agencies.

We especially invite the publishers of the Iowa Homestead to challenge our statement, which is in direct conflict with certain circulation claims made by them, and to join in the selection of an investigating committee.

As this is a matter in which users of advertising space and advertising agencies have a very direct and personal interest, we will welcome their aid in bringing about the appointment of such a committee.

We would like to have those interested in reaching the best class of farm homes in Iowa and adjoining states look WALLACES' FARMER over, comparing it if they like with other farm papers published within and without the state. We are perfectly willing to accept the verdict of the advertisers who will investigate the real worth of Iowa farm papers.

WALLACES' FARMER DES MOINES, IOWA

The only Iowa, and one of the few farm papers published, which requires payment in advance for subscriptions and stops when the time is out.

GEO. W. HERBERT,
Special Representative,
First Nat'l Bank Bldg., Chicago.

WALLACE C. RICHARDSON, INC.
Eastern Representatives,
41 Park Row, New York.

High Class Service: Reasonable Rates

181,000 Guaranteed



Guaranteed Edition Order for Subscribers and News-stands

July 15th, 1909, 181,000 Copies

Advance in Advertising Rates

Effective September 10, 1909

On all contracts made prior to September 10, 1909, we will accept actual orders TO BE USED BEFORE NOVEMBER 30, 1909 AT OUR CURRENT RATES. Balance of contract for space used after November 30, 1909, and within one year of date of contract at

Seventy-five Cents per Agate Line

**No Contracts Accepted After September 10, 1909,
at Present Rates**

Advertising Department

LESLIE'S WEEKLY

W. L. MILLER

Advertising Manager

225 Fifth Avenue
NEW YORK CITY

C. B. NICHOLS

Western Representative
Marquette Building
CHICAGO

CIRCULATION GUARANTEED 181,000

Kicks and Halfpence

"As one goes from John O'Groats to Land's End one gets more kicks than half-pence."—Old Saying.

By Ernest Elmo Calkins

"I was just about to remark when I was interrupted" was the way Oliver Wendell Holmes began the second instalment of "The Autocrat of the Breakfast Table." The interruption, however, lasted twenty-five years.

I was interrupted last February by the necessity of going over and investigating the advertising of Italy and Germany.

At that time, I had a great many things I very much wanted to say, but which are now quite dead as topics of discussion.

I had expressed myself quite strongly upon the province of good illustration in advertising, and to this dogma some exception was taken, and very ably, by a correspondent of *PRINTERS' INK.* I had intended to tell this gentleman in what way I disagreed with him and why I thought he was wrong, but I am afraid that it is now too late.

Just at present, the advertising world has been reading a series of articles on advertising published in *Collier's Weekly*, and written by a man who, however capable he is as a writer, knows very little about advertising, except one phase of it.

This man is Samuel Hopkins Adams, who has earned the lasting gratitude of the reputable advertising world by his terrific onslaughts upon fake, dishonest and disreputable advertising of all kinds. His search for the evil in advertising has so warped his point of view that when he comes to write an article upon advertising in general, he sees it all askant, and devotes the only two of his articles that have yet appeared to telling how bad advertising is—bad from the moral point of view, I mean—not the professional.

I am surprised that Mr. Adams should write such articles under the title he has used, but I am still more surprised that *Collier's*

should print them. If Mr. Adams does not know that to-day the kind of advertising which he describes is a very small proportion of the entire volume of advertising that is now done, the editor of *Collier's* should know. The real harm is done when such articles give the public a wrong impression of advertising and undo all the good that has been done by publishers, advertising agents and advertisers, who have placed the practice of advertising upon a high ethical plane.

Mr. Adams, having seen a very small corner of the advertising world, generalizes about it. It is as if a visitor from Mars started to generalize about the human race, who had seen only two cripples and George Bernard Shaw.

Advertising as it is done to-day by the majority of advertisers and advertising agents is as honest and sincere as the work of architects, lawyers, civil and electrical engineers and other professional men. In all these professions there are men who are not entirely honest, but they form so small a percentage that it would be absurd to write an article about, say architecture as a profession, and devote it entirely to the ways in which architects impose upon their clients. It would be unfair to condemn the entire medical profession because some so-called doctors are quacks. Yet Mr. Adams' articles amount to an almost sweeping denunciation of advertising, because the exceptions he quotes are so small that anyone reading them and knowing nothing about advertising, would infer that it was a more or less dishonorable practice, brightened here and there by a few instances of dealing fairly with the public.

A great deal of the large amount of advertising that is now being

done is successful. It is successful because the people who buy advertised goods are satisfied.

There are very few commercial successes that are built up on a single sale. Even such articles as automobiles, piano players, typewriters and other things which are supposed to last a long time, are constantly being renewed. Besides, each satisfied purchaser radiates his satisfaction to influence other sales. If he were dissatisfied, he would radiate his dissatisfaction in the same way and check all the good the advertising would do.

Because this advertising is successful, it is honest and sincere, makes good its promises and keeps faith with the public.

The exceptions described at such length by Mr. Adams are a very small proportion of the volume of advertising, and exist by playing upon a limited and credulous audience which is rapidly growing less.

The force that is at work diminishing this audience is advertising, advertising of an intelligent nature which educates the public

to an appreciation of good goods and the meaning of a responsible manufacturer's name behind these goods.

Another great force which is rapidly exterminating dishonest and disreputable advertising is the attitude of publishers themselves. Nearly all prominent magazines and a number of leading newspapers discriminate against advertising that is of a fraudulent or disreputable nature.

Mr. Adams has done a great and good work by exposing this kind of advertising. His papers published previously in *Collier's* have helped to open the eyes of a great many people. The present series, however, which from its subject is supposed to be a description of advertising as a whole and as it is, is warped by his previous experience as a sleuth in ferreting out the advertising criminals. Therefore, he is guilty of what when I studied rhetoric was called "synecdoche," which is taking a part of the whole, and in this case a very small and misleading part, for a very large whole.

The Evening Wisconsin

MILWAUKEE, WISCONSIN

The Great Home Paper

DAILY CIRCULATION

OVER

40,000 Copies

AND GROWING EVERY DAY

¶ This paper deserves first consideration when advertising appropriations are being made.

¶ Better tell these readers what you have to offer them.

CHAS. H. EDDY, Foreign Representative

6013 Metropolitan Building
NEW YORK

403 Marquette Building
CHICAGO

TYPOGRAPHY OF AN AD IS ITS PERSONALITY.

THE MORE PLEASING IT IS THE GREATER WILL BE THE DESIRE FOR A MORE INTIMATE ACQUAINTANCE — DISCRIMINATING READER ALWAYS LIKES A WELL-DRESSED AD.

By Russell B. Kingman.

To the man of fine taste with an eye to the beautiful, the advertising pages of a magazine are often a typographical conglomeration which subjects his eye to the feeling produced by the peeling of onions.

It is difficult to reflect character in type and even more difficult to arrest attention by the recognition of beauty as the eye passes hastily over the page. Full appreciation of that which produces beauty is a process for which the brain demands some deliberation, but real beauty of design always attracts by its conspicuous contrast, and after it has attracted, like a pleasing personality, it produces a desire for more intimate acquaintance.

Many comparisons have been made. Critics have gone so far as to say that rather than have a typography of classic treatment it is better to dress an advertisement like a day laborer in overalls and rubber boots, though the office of the advertisement may be to appeal to the most discriminating.

Type is the only medium through which thought may be given voice, except word of mouth. Every business man will grant that the well-dressed salesman of pleasing personality, well educated and with ability to interest not only the lower class, but the higher as well, presents the man of maximum selling power. Such a salesman can sell to the person who cannot recognize these qualities as well as the salesman of poorer qualification, whose point of view makes him of interest to the unintelligent buyer only.

It would be poor judgment to put an East Side peddler behind a Tiffany counter. It is just so with the typographical layout of an advertisement, in the formation of the letters, the decorative bor-

der, and the *format* or the placing of the type and illustration with relation to the space it is to occupy. It should reflect the character of the advertiser.

The poorly-dressed advertisement typographically, just as in the case of the insufficient salesman, appeals only to the less discriminating buyer. It arouses a feeling of contempt in the person of taste whose purchasing power is usually greater than the less scrutinizing kind, contempt for the taste and discrimination of the advertiser as reflected in his advertising. The man who seriously considers purchasing is the very man, too, who is affected by every reflection of the manufacturer's personality.

NO TIME FOR FINE POINTS.

But the average advertiser does not have time to consider the fine points of art printing. Uneducated to appreciation of the seriousness and necessity of the art element in advertising, the average agent does not realize its importance, either. As he does not respond with the thrill which beauty inspires, how, then, can he arouse that thrill in others? He is led to believe that the art element in advertising largely hampers the selling force, and there seem to be many who have become so accustomed to uncouthness in typography that effectiveness really jars them. The narrow-minded advertising man laughs at those who study advertising from its psychological side or those who approach the subject from an analytical point of view. Such do not appreciate the fact that whatever the selling argument may be, it may be quite as advantageously cloaked in type or illustration agreeable to the eye as that which calls forth contempt or indifference from the very reader who intends to purchase. Some do not realize that a well-dressed advertisement, as a well-dressed salesman, occasionally obtains interviews where the poorly-clad is unwelcome.

An interest is being taken in typography which many advertising men but little realize, but which will eventually seal the

doom of the man who is not awake to the necessity of really thoughtful art treatment of every booklet or advertisement. For instance, under the auspices of the Society of Printers of Boston, the public school children of that city will be taught to appreciate the beauties of initial, border, and letter, and in other cities this movement in the schools is becoming a matter of importance. The time is coming when the advertising agent who is insufficient and therefore lacks the necessary qualities of knowing and sympathizing with the art end, as well as the strictly commercial, may have to solicit a man who is able to recognize the commercial value of classic ideas and to value the service which can compass these.

Unfortunately, agency work is so organized that often the agent has but little time to devote to the art element of his business, and the advertising world has grown so accustomed to this indifference that those who really offer the more pleasing typographical treatments of designs are occasionally criticised for their attractive and appealing typographical productions.

Rather than study the art of design, careful planning of copy, and sincere service, it is tempting to an agent to work along lines of least resistance, or, in other words, give more time to the art of solicitation, whereby it is possible often to place more names upon his books than by consistent careful agency service. This, then, to some degree accounts for the painting of many a verbal masterpiece on "art" typography for the imagination of the prospective client. A client is thus led to enthrone over the "indefinite," because he knows no better. Never having advertised, or being excessively impatient for results, he allows a skilful portrayal in words emphasizing less important elements of service to lead him to spend good money.

It is unfortunate that it is impossible to catalogue painters of "fictitious-service-pictures" for the benefit of the prospective advertiser. Advertising agents may

obtain copy by the yard at 2 a.m., or if the agent wants it, complete plans, too. Often the very smooth plan ground out in the night and presented in the morning, like the artificial and painted fly, spells doom for the fish which refuses to search for more substantial and serviceable food.

Some manufacturers, particularly a great many in the textile industry, consider advertising men of the same sphere as the patent medicine fakir. Advertising agents, like old Dr. Brown, build up a large agency by the sale of bread pills labeled "service," and warranted to produce any desired result. In these days of competition, how is a new advertiser to know when he is in good hands?

A FEW QUESTIONS.

Can the enthusiasms so vital in obtaining maximum agency service be reflected in advertisements and plans prepared by an underpaid corps of copy men? Can the average copy "departments" inspire the American public to purchase? Can the indifferent machinery of some of the present-day advertising agencies weld into shape the minute and intricate devices necessary to drive difficult problems of distribution? An advertiser should ask himself such questions.

The copy man, like any whose business it is to move the public, must be keyed up, inspired, enthusiastic, and well versed in his subject. It takes potential in enthusiasm to convince through type. Genius cannot be sold with a yardstick, because it is never the same. Where "genius" in copy writing is sold by the yardstick in great quantity, one may rest assured that it is *not* to be found. The advertising man most poorly equipped often handles the best and most promising accounts, and the advertiser never knows, though had his account been in good hands failure would have been impossible.

Economical agency service cannot be obtained except with the co-operation of every ounce of strength, every grain of originality in a number of extremes, the purely commercial, the ingenious, the imaginative, and the artistic.

EFFECTIVE MEDIUMS FOR REACHING THE HOME.

TWO VETERAN ADVERTISERS WHO HAVE ALWAYS PINNED THEIR FAITH TO RELIGIOUS JOURNALS—BOTH DECLARE THAT THE RESULTS OBTAINED JUSTIFY THEIR USE OF THESE MEDIUMS.

Among the large and growing number of national advertisers who firmly believe in the power of the religious papers to carry their publicity into the best homes of the country, and who almost constantly use space in these periodicals for that reason, are Borden's Condensed Milk Company and the Tarrant Company, the latter a manufacturer of a well-known aperient, both of New York City.

Tarrant's Seltzer Aperient, now in its sixty-fifth year as a standard preparation of its class, was among the early users of religious-periodical space. Back in the days when George P. Rowell handled this account in part it was for many seasons successfully exploited in church publications of various sorts, and many of its early friends, persons who were literally "brought up" on its use, and who give it a prominent place on their medicine-shelves to-day, came to know it first through some religious publication.

"Our advertisements in the religious papers occupy a very small space," says the Tarrant publicity man, "but we believe they have a large influence in increasing our sales throughout the entire country. Our seltzer aperient we regard as a home article, and we know of no better way in which to reach the home with our announcements than through the use of the best religious mediums. The church paper is the sort of publication that lies around the house for some time after it is received, and we believe that every member of the family looks it over pretty carefully before it is finally thrown aside or forgotten.

"Although our ad is small, it always prominently displays our trade-mark and calls attention to the chief merits of the Tarrant

preparation in a way that is likely to be noticed. We use a list of about twenty religious papers in all, those that are best known and that have the largest circulations."

On the theory that most people cannot be induced during the cold months of the year to drink the amount of water necessary to be taken with the Tarrant aperient, the company advertises principally during the spring, summer and fall. Its inch ads always disappear from the religious papers well in advance of the holiday rush of big ads, among which they would practically become lost.

The Borden advertising in the church periodicals is considerably more extensive than that put out by the Tarrant Company. A list

On Fruits & Cereals

BORDEN'S PEERLESS BRAND EVAPORATED MILK

(UNSWEETENED)
Is Delicious

of from twenty to thirty religious papers of the best standing carries the big milk concern's ads every other week, practically the year around. The use of strong two-inch single-column copy setting forth the merits of the company's two brands, Eagle Condensed Milk and Peerless Evaporated Milk, alternates with that of crisp seven-line "readers."

Like the Tarrant people, the Royal Baking Powder Company and other national advertisers who place considerable reliance on religious-paper space, the Borden concern holds that the church or denominational periodical represents the highest publicity value for the reason that it goes to a class of readers with whom it has a strong influence and by whom it is generally read with the greatest care and interest.

MR. PUBLISHER:

For many, many years, your predecessors managed to get along without a typewriter or a telephone in these present days of fierce competition and unbridled rivalry for business, both are a veritable necessity; so it will soon be with The

Advertisers Cyclopedia of Selling Phrases

The day has arrived when a copy of this valuable and important work is an indispensable part of the necessities of equipment of every office wherein advertisements are conceived, planned and written.

Every morning mail brings us indisputable proof of the great and far-reaching efficacy of this important book.

Here is what the publisher of The Binghamton Evening Herald says:

Advertisers Cyclopedia Co.,
Gentlemen:

I am in receipt of my copy of the "Advertisers Cyclopedia," and take this occasion to write congratulating you upon this wonderful book. It is bound to become the first aid to the advertising man who is fortunate enough to own one. To my way of thinking, the possession of a copy of the "Advertisers Cyclopedia" is like sitting down to write an advertisement surrounded by a myriad of experts capable of answering all kinds of difficult questions relative to advertising and the best methods thereof.

There have been published many books on advertising, but yours is far and away the best one I ever saw, because it goes right down to brass tacks by showing more than a hundred different ways of writing an advertisement, and every different advertisement has been proved by actual test to be worthy.

You have culled from an ocean of advertising chaff the fine wheat and the results of your labor, it seems to me, are valuable beyond

ation to him who is interested in any degree in the matter of advertising.
ors man Every man who sells and every man who buys advertising in this
telephone country should be in possession of a copy of your excellent, comprehensive and thoroughly practical book.

and un
veritable
Very truly yours,
G. W. BEARDSLEY, Manager.

THE ADVERTISERS CYCLOPEDIA OF SELLING PHRASES ought to be on the desk of the advertising manager of every progressive newspaper in the civilized world. With it the advertising manager and his solicitors can gather in scores of "copy" which otherwise might never be written and thus the revenue derived therefrom never be gained.

It is simply a question of time—and a very short time
able and that—when it will be in as universal demand as is Webster's dictionary. The ADVERTISERS CYCLOPEDIA OF SELLING PHRASES is a big book, attractively bound in
nil, red leather; contains 1,400 pages of solid matter covering practically every conceivable subject that is advertised
of of the to sell over the country or by mail.
ook.

Evening It is written by a thousand and one authors—the best
alaried advertising managers and writers of the country. It
contains only ads that have proven trade-pullers; that have
made good."

The price of the book is \$15.00, net, 10 days. It will
be sent express prepaid to responsible parties on the
money-back-if-not-satisfied" plan or "on approval."
Send for it today. Pay for it after you have received
it and are fully satisfied that it is the best investment
that you ever made.

The Advertisers Cyclopedia Company
111 Broadway, NEW YORK

HARPERS'

has a larger circulation than any other magazine claiming to be in the same class.

¶ It stands first in the good opinion of advertisers who value high class publicity.

¶ It stands the true test of advertising value—it sells your goods.

MAJORITY OF AD PICTURES DON'T ADVERTISE.

THAT IS THE OPINION OF A "PRINTERS' INK" CORRESPONDENT, WHO DISCUSSES THE SUBJECT AT SOME LENGTH—THINKS PICTURES NOT ALWAYS NECESSARY—SAYS IT'S ALL A MATTER OF HORSE SENSE.

Editor of Printers' Ink:

A picture may be in itself an advertisement; a picture may form a natural and logical part of an advertisement; but the majority of the pictures that appear in the tonneaus of the magazines are not advertisements, and not advertising.

This misplaced art gets in along with real advertising chiefly from two rather widespread advertising delusions. The first, the venerable one that advertising is to be treated as a bitter medicine which the patient will not take straight and must, forsooth, be sugar-coated. It used to be done by making the "ad" look like a story; you will remember how you once began an article headed "The Strange Career of a Mountaineer" and landed at the foot in an earnest exhortation to use Kidglove Kidney Plasters. That was the old, crude way; now it is done with more finesse, by the use of high-art pictures. If the picture be painted by a celebrity, we get the full refinement of that otherwise rough, uncouth thing of advertising. For example, a page "advertisement" in the *Ladies' Home Journal* shows a bear; the picture you would take as an evidence of Mr. Bok's generosity to his readers were it not that the name of a breakfast food is lettered on the side of a wooden case that the bear holds in fond embrace. The lettering is all that can give the secret away. The sharp-eyed young hopeful of the family may spy it and let the rest of the household in on the secret, and there you are. That's sugar-coating the pill—with a vengeance—proportions about 199 parts of sugar to 1 of advertising. But the unpleasant subject of breakfast food is not forced upon the reader. It's so prosaic and middle-

class a subject, don't you know. To the real lady we say "our taste in art is sufficient assurance of the taste in our breakfast food."

The more virulent and epidemic of these two delusions, however, is the "human interest" fetish. The quotation marks enclosing the phrase are used advisedly. There is no question as to our need of human interest in advertising—human interest in a broad true sense. Surely we should appeal to human beings as human beings. But the picture crank's idea of human interest in an advertisement is, first and last, a human figure—which is human interest whittled down and chopped off at both ends.

Advertising should be based on universal appeal—should speak a universal language. It should provide a common meeting ground, unlimited by personalities, uncircumscribed by peculiarities of age, sex, color and previous condition of servitude. Such appeal is found in the general human emotions, such language in plain English, such meeting ground in logic and common-sense.

As an instance, take this phrase: "Were You Ever Hungry?" How could one get more human interest in a given space than by filling it with those words? Everyone has been hungry to a greater or lesser degree. It hits every human being in the world. But if, in addition to using those four words, we put alongside them a picture of a starving man, then we take away the universal appeal and narrow the idea down to one specific degree of hunger. Most of the readers subconsciously reply "never as hungry as that," and turn away from the whole thing as a subject outside their interest. We have lost the universal chord. The universal appeal is always through a broad inclusive *idea*—not through a narrow exclusive personality; if a picture could be drawn that would make every reader exclaim "there, that's me," then a human figure might be a more satisfactory agent for transmitting broad, true human interest.

Some advertisers, possibly appreciating this fact that an ad-

vertisement should have this quality of a general appeal, seek to evolve a universally acceptable figure by idealization to the point of superhumanity. Their pianos are always played, and listened to, by ladies and gentlemen in full evening dress—their clothes worn by Apollo—their laundry soap used by Diana. But ideals differ as much as personalities; there is no more a universal ideal than there is a universal real. Plain John Smith with a bank account considerably larger than that of Percy Cottillion passes over the dress-suit piano advertisement and buys a piano as a piano—not to bring a scent of codfish aristocracy into his honest codfish-ball home. Rather funny, too, by the way, this howling swell piano advertising, if you have ever attended an opera performance and noted the very evident superiority of the plain people up in the gallery over the occupants of the diamond horseshoe, in appreciation and understanding of the music. High collars do not seem to make high brows and patent leather shoes evidence only soles that are spelled that way.

There is another branch, too, of the must-have-a-picture cult, that is, perhaps, worthy of note. These are they who sagely reiterate the old saw that "you can tell more in a small picture than a newspaper page of words." Can you? Sometimes, but sometimes not.

If pictures are generally better than words, why not go back to the sign language of the Indian? "But look at the cartoons," they say. We do, and we find that it seems necessary to label the stout man "Taft" and the thin man "Cannon," and so on, and then to label the whole cartoon, after all of which ten different people have been known to hold nine or more different opinions as to what the thing is really driving at. The writer has a suspicion that if the newspaper editor would take that nice big preferred-position space occupied by the cartoon and print the fact, now concealed in the cartoon, in big black-face type in that same space, it would accom-

plish about seventeen times as much on public sentiment.

Analyze the proposition this way: We take the idea "Walking"—there is nothing ambiguous about it when spelled out in plain English. But substitute for the printed words a picture of a man walking; then what is our subject? One person says "A man." Others say "A suit of clothes." "A hat." "A street." The expression of the idea has become indefinite.

In most cases, where an advertiser uses a picture he sacrifices the opportunity for a strong headline, with his top of column position for the headline, and about half to three-quarters of his total space thrown in.

An advertising man recently took a full-page magazine advertisement that was about three-fourths the picture, covered up what type there was, and then asked half a dozen other men what was being "advertised." No one won the prize.

"But the pictures get more attention than type," says one illustrator. Yes, perhaps so,—attention of a kind. Curious, childish attention to the picture itself, rather than concrete, pointed attention to an idea. A picture is only one side of an idea. "Home" is an idea. But there are 20,000,000 homes in America, all different, so a picture of one home is but 1-20,000,000th of the idea as expressed by the word "home." If you want to sell me something for my home, why not give me simply the home idea, and let me make a mental picture of your article in my own home instead of showing me the article in some other fellow's "country-seat," while I live in a flat.

This misconception of "human interest"—this craze for lugging in human figures willy-nilly—is responsible, too, for much boomerang advertising—advertising that kills demand, rather than creates it. These advertisements are the "showing - the - goods-in-use" kind when the use of the goods is not an attractive feature—when it is the result, rather than the process, that appeals. Such are the floor

varnish advertisements, depicting a person in a jack-knife attitude making the old pine floor into perfectly good parquetry. Now, the idea of the transformation is a pleasing one, but the contemplation of the work involved is far from inspiring. So why elaborate upon it, why "play it up" to scare off the man or woman of merely average determination and will power, and the pessimist who will surely imagine the job is worse than it is. Let the Gold Dust Twins do the work.

The illustration that really illustrates, that demonstrates, that shows the goods, has a logical place in advertising. The illustration that sort of gets in automatically and naturally, and not as the result of frantic efforts to find some way to work in a picture—that kind of illustration has the support of the most brass-tacksy advertising man.

It's all a matter of horse sense. If we are advertising a vacuum cleanser, we ought to show how it is used—because it's a new thing (although we might cut out the houseman-first-second-and-third-parlor-maid sort of thing). If we are advertising a broom, we should be thankful that everyone knows how to use a broom, and so we can have all our space to show, and tell about, the broom itself.

On the other hand, if we are advertising a vacuum bottle, which is also a new thing, we can get along very well without pictures, because we cannot illustrate what the bottle does, and there's no use in illustrating the pouring of liquids in or out of the bottle, for it's the same old sort of pouring that has been done since the flood. What the vacuum bottle does, "keeps liquids hot 24 hours, or cold 72 hours," is better described and impressed on the mind by those very words than by all the composite pictures of the North Pole and the Equator that can be conjured up from the academic.

The question for the advertiser to ask himself is, "Can I make my proposition any plainer and simpler, any stronger, by the use of a picture?" L. B. R.

Her Last Knock

¶ Opportunity has been knocking at your door in connection with the very low rate at which high quality circulation can be bought—but this is her last knock.

¶ Hear what she has to say about

The Ladies' World

¶ Quality and quantity of circulation considered, THE LADIES' WORLD rate is the best buy of the season for any advertiser wishing to reach good homes.

¶ On bona-fide orders received not later than August 1st, the old rate will apply up to and including the September Number, 1910.

¶ Take the matter up at once and secure the old rate by placing an order for space.

S. H. MOORE CO.
Publishers New York

THE MAGAZINE OF INFLUENCE

with its readers is the most profitable medium for the advertiser.

Readers carry their convictions from the literary columns to the advertising columns, and act on their convictions in deciding their purchases.

Nothing Succeeds So Well As the Spirit of SUCCESS MAGAZINE

To advertisers who want to see the proof of successful results from Success Magazine we will show an inside analysis of a

300,000 LIVE CIRCULATION

among the best buying class of people in this country. These are the solid, middle class—the people who live mainly in the medium and small size towns and cities—people with properties, businesses, landed interests.

Our analysis will show how 20,000 subscribers of Success Magazine invested sums of six to one thousand dollars in Life Subscriptions and Bonds of the Success Company, and became members of our auxiliary Editorial Board—these 20,000 men and women take an active interest and share in the work of developing Ideal Americanism throughout the country.

This analysis will show how the

80% SUBSCRIPTIONS

out of our 300,000 circulation are secured. This shows the character of our readers and is the proof of their purchasing power.

TO ADVERTISERS:

Write us for complete data, analysis and actual proofs of Success Magazine efficiency. No advertising office is complete without this information; no advertiser can cover the best result-producing ground without Success Magazine. Write today.

FRANK E. MORRISON, Advertising Manager,
Success Magazine Building
NEW YORK

Chicago Office: Home Insurance Bldg. Harry T. Evans, Manager.

MOULDING THE PUBLIC'S
ATTITUDE TOWARD
ADVERTISING.

PERIODICALS OF NATIONAL CIRCULATION ARE TAKING UP THE SUBJECT AND MAKING INTERESTING FEATURES OF IT—WRITERS AND ADVERTISERS OF NOTE CONTRIBUTING TO THE DISCUSSION.

By Crosby Buck Spinney.

When the grocer says "What's spent in advertising is taken from quality" the argument has a plausible sound. It is delivered at the crossroads of decision. Even the exhortations of the ad man—"Get what you ask for"—have a faintness in the ears. And the deed is done. Thereafter the advertiser must combat habit as well as choice. Had the prospective buyer of advertised goods fully understood the part that advertising plays in modern marketing, a customer would have been saved for the advertiser. Could even a partial knowledge of the relationship that advertising has on to-day's trade be delivered to the reader as convincingly as the grocer's claim, advertising would pay still better.

From another standpoint—the fact that a few great fakirs and equally irresponsible publications once combined their earlier efforts in fooling a then trusting public is still a serious handicap to all advertisers. While certain publications have gained hundreds of dollars by allowing dishonest advertisements in their columns, they have lost thousands in legitimate business. Worst of all, the honest publications have lost too.

Readers find the advertising pages so intensely interesting that they must read them. Advertisements influence mightily—but, in spite of the grocer's words and in spite of the victim's testimony. All periodicals may remove these mountains—by publicity. People are more interested in advertising than ever before. They respond more readily. But—dispel the ancient grudge of the advertiser's dupe and refute the grocer's pleas.

The anti-substitution campaign was the first recognized propaganda against the non-advertiser

and his products. It suffered the handicap of too clearly being dictatorial rather than explanatory. It did not take advantage of the human interest and the news value of the subject. The fact that its messages appeared in the advertising columns was too suggestive of mutual interests.

"SHOW THEM" CAMPAIGNS.

Advertising is a subject of great human interest. People turn first to the advertising pages. They would like to know why it pays and how it pays and the way it's done. That is just how confidence may be stimulated and sales stimulated. "Show them" the economy of manufacturing in great quantities at the source of raw materials. "Show them" the uniformity of quality arising from such manufacturing and distribution. "Show them" the good influence that advertising has in establishing better taste for furnishings. "Show them" how metropolitan styles are brought immediately to wherever good publications are read—simply through advertising. "Show them" how and why real bargains, heralded by advertisements, are a saving to all concerned.

This information has been given out spasmodically—it is true. Recently, however, there is greater disposition to systematically cultivate the public's confidence. *Collier's* newly inaugurated department styled "In the World's Workshop" is already preaching the doctrine of modern advertising to a considerable extent. The appeal, in that department, is primarily to men.

A series of articles, "The New World of Trade," written in the "news" style, by Samuel Hopkins Adams, is also running in *Collier's*, following a noteworthy beginning made by another magazine, which shall be referred to later. Mr. Adams certainly sounds the human interest note loudly. The articles are being read and will be read with keen enjoyment. Possibly, however, the opportunity of establishing still greater confidence in standard advertised products was not fully embraced by Mr. Adams. Two of the titles of the papers suggest a tendency to look

upon the ad when it should not be read. "Fair Trade and Foul" and "Traps and Pitfalls" might possibly put a non-analytic public into a skeptical mood. As long as a reader keeps step with Mr. Adams in his reasoning, all is well. It is more difficult to draw true conclusions when new copy swims into the ken.

Certainly the most comprehensive attempt to acquaint readers with the arguments in favor of advertised products has been appearing in *Good Housekeeping* magazine. Several prominent men in the advertising world not only expressed their faith in the worth of the plan, but contributed the interesting articles that were used. The publishers of *Good Housekeeping* magazine, in recognition of their subscribers' deep interest in advertising, planned to cover the different lines of advertised products quite thoroughly.

The first article, "The Advertising of goods—Why the Manufacturer Who Advertises Should Be Encouraged," appeared in March *Good Housekeeping*. It was written by Walter R. Hine, vice-president of Frank Seaman, Inc.—a man eminently qualified to write on this subject. His attitude towards the problems of an advertiser in that line is entirely logical. He advises the use of copy full of information rather than copy entirely saturated with persuasion. He emphasizes the fact that publicity insures adherence to a high quality of product. He shows how clean factories are a real advertisement to advertised food products and are, therefore, an asset; similar factories for non-advertisers would place them in the relation of those who hide their light under a bushel. He pays a high tribute to the modern sanitary package, the existence of which has come with modern advertising.

B. W. Parker, a specialist in dry goods distribution, contributed the second paper in the series. It is entitled "The Commerce of Clothes." It is full of significance in pointing the moral to the advertiser of extravagant claims. Its very frankness on the part of the author turns readers to the

advertising section the more firmly convinced.

Earnest Elmo Calkins wrote "The Influence of Advertising as an Aid to Proper House Furnishings." This article aroused unusual interest, appealing as it did to such a very large proportion of advertisers. Mr. Calkins, while outlining the economy of manufacturing in large quantities, gives his high appreciation of the artistic merits of furniture which is advertised. He further suggests great growth in the manufacture of labor-saving devices which, without advertising, could hardly be turned into commercial successes.

Frank Presbrey, president of the Frank Presbrey Company, gave his share to the plan by contributing an article, "The Fun of Living and the Suggestions that the Advertisements Give Us"—which reached *Good Housekeeping* readers in their annual Recreation Number. Briefly—it deals with the fostering of a national inclination to travel. It shows the influence of railroad and steamship advertising, both their announcements in periodicals and their admirable literature of publicity.

A MOVEMENT OF MUTUAL ADVANTAGE.

It is highly probable, judging from the reception which these papers have been tendered, that other articles will be added. Such an exhaustive plan, if carried out by other leading periodicals, will do a great deal to put the reading public in a still more receptive mood. Totally aside from the increase in advertising revenue which can be traced from such propaganda—and it is obviously a considerable amount—it is found that the sales of copies are favorably affected. Therefore, street car cards have been used in the *Good Housekeeping* campaign to good effect for the stimulation of newsstand sales.

Anticipating the support which the clear-thinking publicity purchasers would give to this movement, *Good Housekeeping* magazine has been using an unique series of advertisements in some of the leading advertising trade journals.

POPULAR MEDIUMS FOR
CLASSIFIED ADS.

ONE OF THE OUTWARD SIGNS WHICH GOES TO DEMONSTRATE THE VALUE OF THE GERMAN PAPERS TO GENERAL ADVERTISERS—SOME OF THE FAMILIAR ARTICLES RECENTLY ADVERTISED IN ONE ISSUE OF A GERMAN MEDIUM.

The skeptical advertiser who wants to see some tangible evidence of the advertising value of German newspapers before adding them to his list need only turn to their classified columns.

It is a well-known fact that the most popular "want-ad" papers are always strong mediums for display advertising, and the leading German papers are recognized "want-ad" papers. Daily their classified columns are filled to overflowing, frequently carrying more of this kind of business than many large papers which are printed in English.

Practically every advertiser who uses classified ads goes into the German papers, because experience has shown that they are prolific producers of results.

A number of big general advertisers, recognizing this condition, are to-day using the German papers regularly. The ads reproduced here were recently clipped from a single issue, and the familiar names they contain show conclusively that the value of these mediums is not confined to any one line of advertising, but

that not all general advertisers consider it necessary to have their ads translated into the German language. White Rock, for example, uses English ads. and the manu-

facturers declare that the results are equally as good as if the ads were in German. It is held that practically all German-Americans understand English. Further, the opinion is expressed that an English ad in a German paper has an extra attention value for this very reason, and that a reader who may not be fully conversant with English will have his curiosity aroused to the extent of going to some trouble to find out what it's about.

The advertising value of the German papers does not depend so much on the quantity of circulation as on the fact that they reach one of the best buying classes of American citizens. This characteristic naturally tends to reduce the waste and to make every dollar expended in them count.

that it covers all kinds of products.

An interesting feature of advertising in the German papers is

The Atlantic & Pacific Tea Co. is using but one newspaper in Brooklyn —The STANDARD UNION.

This company recently published a special half-page coupon ad. in eight New York evening papers, and also in the Brooklyn STANDARD UNION.

Nearly 50,000 direct replies came from this one half-page ad.

The cost per reply was least from the Journal. The World came next, and the STANDARD UNION followed a close third.

The STANDARD UNION was figured at 15c. per line—a flat rate to all alike.

The reason for using the Brooklyn newspaper of largest and *known* circulation is becoming more and more apparent to advertisers who consider.

Sworn average daily circulation for 1908 was 52,286.

(Be sure of what you buy.)

HUMOR OF ADVERTISING.

In the window of a little bookstore in Eighth avenue, New York, was recently heaped a great pile of Bibles marked very low. Very infrequently, indeed, were Bibles offered at such a price—such a bargain—and above them all, in big letters, was the inscription:

Satan Trembles When He Sees
Bibles Sold as Low as These.

In the joke column we read of poorly constructed advertisements which, taken literally, make nonsense. Recently a publication issued in New York City contained the following:

This Cream is Compounded by an Expert European Chemist of the Purest and Best Ingredients.

Query: Are the ingredients in the cream or the chemist?

A New York tailor's handbills say:

My record for the past twenty years are my testimonials.

A temperance society in the Middle West once had a splendid lecturer, a reformed drunkard. This lecturer, after a year or so, was discharged. An admirer asked why he had been released, and the society's president answered:

"Don't you remember how he continually referred to the irresistible seductions of a certain brand of beer, attributing his downfall to it? Well, it turns out that the brewer paid him "two bits" (twenty-five cents) every time he "rang in" the beer's name."

From a country newspaper in England I glean the following advertisement:

Can anyone favor me with the names of the balloonists who, when passing over the village of Reid last Thursday evenin'—dropped a bag of ballast down my chimney and completely ruined a fruit tart which I was cooking?

A "queer" advertiser is one William McHose, a former resident manufacturer of Dayton, O.; he asks for what he doesn't want and gets just the thing—in other words, he believes in doing things "by opposites" in order to accomplish a desired thing. Six of the finest young men of Dayton ap-

plied for a place in response to the following ad:

BOY WANTED.—About 17 years of age, to assist in taking care of horses; must be lazy, an expert crap-shooter and a sissy. Apply to W. McHose, 58 Green street, Dayton, Ohio.

"Had I asked for a nice, honest young fellow, the chances are that I would have heard from the biggest loafers in the city," said Mr. McHose, substantially. "In this odd way I secured capable applicants. Once I advertised a house for rent and I stated in the ad that I desired a family of ten children with four dogs. I promised in the ad to furnish a hatchet and a box of nails for the children, so that they could enjoy themselves in the parlor if they desired. The result was that I secured good tenants. You might as well be honest about it—you've got to do things by opposites these days."

The muse of commerce, à la publicity, was, it appears well illustrated, not long ago, in the Charlestown (Ind.) *Citizen*, by an auctioneer living at that place. His ad was as follows:

THE PEOPLE'S AUCTIONEER.
To WHOM IT MAY CONCERN:
I work for what I earn;
Please take my advice,
To receive a good price
For bids I'll do the urg'n,
If you employ Surgeon

CHARLES W. SPURGEON,
Charlestown, Ind.

R. R. No. 3.
Telephone 128 C.

WON FIRST PRIZE.

HEBRON, N. H., July 9, 1900.
EDITOR OF PRINTERS' INK:

The many-sided value of PRINTERS' INK is shown by the fact that your notice of the advertising contest held by the Memphis *News-Sentinel* led me to "get busy on the job."

As a result, I won the prize of \$75.00 for the best 200-word summary of the advantages of Memphis, and the price of my subscription to PRINTERS' INK is returned many-fold.

"Cast your bread on the waters" is a pretty good slogan for the advertising business—but you want to cast where the fishing's good!

GEORGE B. HARRIS.

By permission from the Federal Court, the receivers of the Outing Publishing Company have sold the *Bohemian Magazine* to Theodore Dreiser, of New York, for \$1,000, after the August issue.

Sells at Five Cents a Copy and is the Leading Want Ad Medium of its Section

The more a person spends for a thing, the more he thinks of it—that's axiomatic!
And that's why the

CINCINNATI ENQUIRER

is more carefully read, carries greater weight with its readers and has a longer life than newspapers which cost less.

The higher price which is cheerfully paid for the *Enquirer* means that it possesses in an eminent degree

Highest Value to Advertisers

It is precisely because the *Enquirer* has these great advantages over its competitors in its field that it is the recognized classified advertising medium of the Central West.

The *Cincinnati Enquirer* is in a class by itself. Acknowledged leader of the great Middle West. Supreme in its field.

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

Tribune Building
NEW YORK

Tribune Building
CHICAGO

FROM \$4,800 TO \$50,000 IN
FIVE YEARS.

ADVERTISING APPROPRIATION OF THE
SOUTH BEND WATCH COMPANY
CLIMBS TO FIVE FIGURES—METHODS USED TO IMPRESS DEALERS AND
PUBLIC WITH THE QUALITY OF
THE WATCHES—UNIQUE IDEAS
ADOTTED.

By Hanley Woolston.

It is all very well to sit down and say that it is easy to succeed if there's money behind one; but, on the other hand, it is very difficult to answer the query: How is failure *with* money accounted for? I dare say that it would be a hard thing for any promoter to interest any aggregation of capital in the profits to be made from the manufacture of watches. This is the point I am pursuing around Robin Hood's barn.

The South Bend Watch Company was conceived and planned by men who knew just what they were doing. They knew that the great watch interests of this country made competition very strong. These men had made money in the manufacturing business, but not making such dainty things as watches. This money was put up and men were told to make and sell a better watch for the money than was sold at that time. They were not given a lavish hand, and they had to get down on their marrow bones and dig deep into the muck to bring forth the wherewithal to make a showing. This in spite of the fiercest of competition and a trade condition that above all else was the limit. Hemmed in all around by the mail-order watch business, without a reputation, nothing but pluck and sand and a lack of the yellow streak to give them hope, they set to the task of making watches.

Out on the plains in a little town in Indiana, where they have the best hotel, so it is said, west of Pittsburg and east of Chicago, where men built a city and made money out of the countless thousands that were rushing past them to break and till the lands of the west, the watch men started their

project. The first advertising appropriation made by this company was \$4,800, and it was spent in monthly magazines. It was the usual manner of appeal to the men who are used as the vehicles of the manufacturer to rid himself of his output and to take care of a greater one the following year.

The advertising from a copy point of view has always appealed to men. There are reasons for this, and these reasons were sought for and found before the copy was written, which is an unusual thing in copy. This advertising pleased, first of all, the retail dealer, who had been worried by the mail-order trade in watches. People to whom he looked for his profits were buying from mail-order houses, and he was very largely responsible for this very condition.

The South Bend Watch Company told the public and the jewelers that their watches would not be sold in a mail-order way. They convinced the public that watches to run correctly should be adjusted carefully by reliable jewelers, and that the South Bend watch was only to be had through the medium of first-class retailers. This manner of co-operation met with a ready response from the retail trade, and 8,000 new dealers were quickly added to the selling force of the company. It was certainly a feat for a watch factory, on an appropriation of only \$4,800, to put its watches in 8,000 stores, and have that many first-class jewelers working for them.

The company fixed the lowest price at which it would permit the watches to be sold by retailers, and absolutely guaranteed to the retailer who bought the watches the first year that, if they were unable to sell them, the company would take back the unsold stock and return the money paid for it, together with 6 per cent interest. I am told that there were no watches returned.

The year of 1907, the biggest ever known in the watch business, was a great one for the South Bend company, and its growth was remarkable. During the succeeding year, 1908, the panic year of

this country, every other company making watches curtailed their output from 25 to 50 per cent. But in the little town on the plains of Indiana the watch factory ran all of the year, never missed a working day, and its business, in spite of the panic, steadily increased until at the end of the year it showed a 500 per cent gain over 1905.

The South Bend Watch Company is making the town of South Bend famous. Its unique method of advertising, both in displaying watches in the show windows of the jewelers over the country, and in appealing to the human mind through the medium of the public press, has brought this watch a big reputation, so that it is now no longer a stranger, but is standing up and looking from the same vantage point, so far as advertising is concerned, as the other and older watches.

The South Bend watches are tested in ovens and refrigerators, and are subjected to the greatest of regulation tests to make them as nearly perfect, under every earthly condition, as possible.

The idea was conceived of placing them in cakes of ice, and showing them running in that situation. This idea was featured first in the early copy, and this copy made friends at once; likewise enemies. Some said it could not be done. The company then arranged to freeze watches in cakes of ice and exhibit them in this condition all over the country. This made as big a hit as the advertising did. Next they issued a circular, telling the retail trade about the scheme. Their traveling men covered the country, and arranged to have the cake of ice and a South Bend watch running in show windows on a certain day. The day was during November of 1908, and 10,000 jewelers used their windows for this purpose.

Next year the advertising appropriation will be in the neighborhood of \$50,000. If we figure an average sale of \$100 worth of watches for each of 10,000 jewelers, it is evident that \$50,000 amounts only to 5 per cent of the gross business.

IN ENGLAND.

From PRINTERS' INK, English Edition.

Considering the ingenuity which the women's suffrage advocates display in calling attention to their cause, these ladies ought to make good advertisers. Last week a "Suffragette Dreadnought" on the river drew members of Committees in both Houses away from their work, and rockets fired from the launch dropped a snowstorm of handbills on the terrace. Years ago Bovril used "bombs" to distribute handbills at boat races, which shows that the Suffragists are not only good advertisers themselves, but remember good advertising when they see it.

There is a great opening in this country for men who are taking up advertising seriously to make a specialty of classified advertising. It is one of the few fields not overcrowded; in fact, the demand for men who can handle smalls is greater than the supply. The work, of course, requires some special training, but the main elements which make for success are not very exacting — persistency, good temper, and a pleasing personality. No great technical knowledge is required, though an elementary knowledge of the type faces and general make-up of the paper is, of course, wanted.

The *Daily Mail*, hawk-eyed in scanning the advertisement columns of its contemporaries, unearthed the other day the following:

A man of education in the early prime of life, capable organizer and administrator, keen judge of men, strictly temperate, of commercial, intellectual and social training, is doing nothing through the indifferent linking-up of supply and demand for energy; captains of enterprise communicate.

Enterprisingly submitted to the criticism of what the *Mail* describes as "the head of a large business in the city, a man who from small beginnings has built up a vast undertaking, of which the operations are world-wide," this provoked the unkind remark. "Fudge!"

The South is the Place for Business

**Louisville is the Great, Growing Southern City.
The Courier Journal and the Times are the
Foremost Morning and Afternoon News-
papers of Louisville and the South**

The wonderful section of which Louisville is the center is full of the class of people every high-class advertiser wants to reach—buyers of every kind of goods under the sun.

The Courier Journal

reaches these people. It has reached them for generations, and it's stronger with them to-day than ever before in its history. The unwavering confidence of Southern home-folds in the Courier Journal gives its advertising columns greater value than is represented by the advertising rate. You can't cover the South effectively and economically without the Courier Journal.

The Louisville Times

is recognized as the afternoon medium of this section. It had a sworn average daily circulation during 1908 of 43,940, and substantial gains have been made during the present year. The Times goes into the best buying homes of Louisville and the surrounding territory, and is the favorite evening medium of Louisville merchants.

**THE S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives**

**Tribune Building
NEW YORK**

**Tribune Building
CHICAGO**

Why Some Advertisers Are Successful

Your first campaign is the key to your advertising success or failure. Its mistakes cost you more than mere money. Invaluable time—lost prestige—and perhaps an advertising advantage over your competitors which once lost can never be regained. When you select your advertising advisers wisely you have eliminated costly mistakes at the outset. You have started on the high road to advertising success.

This agency is made up of men of large experience in handling campaigns—an organization with a long record of big advertising successes which prove wisdom in advertising counsel and effectiveness in execution. Few agencies can point to such a record as ours in the creation of new advertisers. Many small advertisers starting with only a very small appropriation have developed into advertisers of national reputation and importance during the time we have handled their advertising. Which is, after all, the truest test of an agency's ability.

Equally significant is our record of success with some of the largest advertisers of the country. We have spent millions of dollars in conducting some of the largest campaigns ever carried out by any advertiser. Always with more than proportionate results. Year after year our campaigns for these advertisers have been so successful they have entrusted us with new appropriations as evidence of their confidence in us and appreciation of our results.

How we handle our clients' advertising differently from the ordinary organization can hardly be summed up in a paragraph. It is a difference in men, in methods and experience that can only be fairly measured by what we have accomplished.

For whatever reason you are seeking an advertising agency connection, it may pay you to find out more about what we have done and are now doing for our clients. It may help you eliminate your mistakes and open the way to a greater advertising success.

BIGGS, YOUNG, SHONE & COMPANY, Inc.
7 West 22d Street New York City

ARE AD CLUBS REALLY USEFUL?

READERS OF "PRINTERS' INK" HAVE CONFLICTING OPINIONS ON THE QUESTION—ARGUMENTS FOR AND AGAINST THIS CLASS OF ADVERTISING ORGANIZATIONS—OPPOSITION TERMED "KICKERS."

[Recently several advertising men were at luncheon together when the subject of ad clubs came up. One delivered himself of the opinion that they are "good things, because they promote the spirit of fellowship and the interchange of ideas," etc. Another was dubious about their usefulness, saying that he had never heard of anything actually accomplished by any of them. Still another declared with hearty emphasis that they are "not worth a rap"; that their "most notable achievements have been in the line of conviviality"; and that "they consist chiefly of solicitors who take advantage of the gatherings to get their hooks on any advertiser who may be present."

These conflicting opinions naturally give rise to the question: Are Ad Clubs Really Useful?

PRINTERS' INK will be glad to hear from its readers on this subject and believes that a free expression from the advertisers and advertising men of the country will assist greatly in determining the exact status of ad clubs.—PRINTERS' INK for June 30.]

CLUB MOVEMENT PROGRESSING.

RICHMOND, VA., July 3, 1909.

Editor of PRINTERS' INK:

The question, "Are Ad Clubs Really Useful?" as presented in PRINTERS' INK editorial of June 30th, prompts the writer to take part in the symposium as suggested, and upon the affirmative side of the question.

In reply to the argument direct, first let me put this question: If the commercial prosperity of this country, which is steadily increasing upon sound foundation, makes it highly important that financial institutions should keep abreast of the times in all modern methods and devices for saving time and assuring accuracy, finds it is beneficial to get together in local organizations, and in state and national conventions, and are enabled to discuss and learn plans which have proved successful, why not the same benefits to the advertising fraternity by conferences with each other, by swapping ideas and relating experiences which tend to broaden the vision upon the practices of advertising and advertising methods throughout the country?

While it may be that in some cases ad clubs have failed to live up to the mark of the aims and purposes as prescribed in their constitution and by-laws, does not disprove that they have not been useful in the general movement for placing advertising upon a still higher plane.

Rome was not built in a day, nor was the present perfection of the Union accomplished in a jiffy, and even big

advertising campaigns do not grow and bloom into perfection in a single night.

The progress made by the ad club movement in the few short years of its existence is marked by a wonderful growth and development of usefulness to the fraternity and cities which cannot be questioned.

From an educational standpoint, the local ad club has proved its value over and over again. I have heard heads of great mercantile houses declare that the hour spent at the noon-day luncheon discussions, and exchange of ideas as conducted by various ad clubs throughout the country were a source of great pleasure and profit to the man interested in building up his own business by advertising.

I am frank to say that no club should tolerate that class of membership who join organizations for the purpose of getting their hooks upon any advertiser or business man who may attend any of these meetings. At the same time, where an efficient man or proposition is met with at an ad club gathering, no sane man is expected to close his eyes to his own interests, and, if the acquaintance formed at the club is mutually beneficial, there can be no claim that any advantage is taken upon either side. No ad club, however, will decry the right of members to promote sociability and acquaintance at club meetings, but they will seriously oppose any member who seeks to take advantage of his club for his own gain.

If the sparkle of good-fellowship is among the "notable achievements" of the ad club, it can well afford to continue along the lines of usefulness, which is ever helpful to mankind, for where mirth, wisdom and loyalty live in health and strength it is ever a potent factor of good to the profession and for the uplifting of advertising in general.

BYRON W. ORR.

THINKS ACCENT SHOULD BE ON "CLUB."

TROY, N. Y., July 2, 1909.

Editor of PRINTERS' INK:

I would like to relate an experience that happened to me in connection with an ad club which demonstrates that the name is appropriate when the accent is placed on the club.

I went to much pains this year to cultivate an advertiser—create him, I believe is the word. He was a fine, excellent gentleman, with a rather difficult proposition—putting up vinegar in jugs and making it sell at a good price. By way of an introductory test, I advised street car advertising in a certain city, and he agreed to spend \$2,500 in that town for one year's space in the cars.

I devoted several sleepless nights to outlining the best plan of attack through the cars, and wrote some fifty educational texts which to me, and to him, seemed pretty fine. At this time he wanted some labels for his jugs. I designed a label and in a spirit of friendship put a lithographing firm in said city next to the facts. In my ignorance and friendliness, I overlooked the important fact that the owners of the lithographic establishment and the

secretary of the local ad club were one and the same. Also I wasn't aware that the position was not thrust upon the man by accident, but by design. Therefore, I was totally unprepared for the fact that Mr. Litho, Secretary immediately made it his business to work the lithographic end of his secretaryship against me and my plan.

By taking my customer to one of his ad club lunches where they charged a dollar for a 25-cent meal, the proposition got quickly and deftly switched from an educational to a lithographic campaign, and my many days and nights of conscientious work on the cony went higher than Gildroy's flying machine, and flashy pictures took the place of forceful words.

Where the advertiser got off is, of course, neither here nor there. The main thing is to get the business—honestly if you can—through an ad club lunch if you can't.

R. A. DANIEL.

A PROSPEROUS CLUB.

FREDERICK STEARNS & Co.,
DETROIT, MICH., July 3, 1909.

Editor of PRINTERS' INK:

Whether advertising clubs are really useful or not depends partly on the club and partly on the attitude of the individual member towards it.

In Detroit, where life is worth living, most of us think the Adcraft Club is a very useful organization. It is now well advanced in its fourth year, has over 150 members, maintains good club rooms and has "money in the bank." Its work is both educational and social, and I hold that it has done something worth while in bringing together 150 advertising men, none of whom prior to its organization was acquainted with more than a few of the others. It stands high in the estimation of many of the leading business men of Detroit, not only because of its serious effort to make advertising better, but also because it tries to contribute to civic progress.

Yet you could come to Detroit and find men who would tell you that the Adcraft Club is not worth while. Men who contribute nothing to its thought and are unwilling to do a member's share of work, but evidently expect the club to force large chunks of advertising wisdom down their throats, are likely to be disappointed not only with the Adcraft Club, but with any other organization. Men who expect to use the meetings as an opportunity for soliciting business find its atmosphere uncongenial, for there is an unwritten but well respected law that the club is not to be so used. Men who are careless of their financial obligations towards the club are surprised and shocked at finding its toboggan slide well iced and ably manned.

On the whole, the question of buyer vs. seller troubles the Adcraft Club but little, possibly because the buyers do not claim a monopoly of advertising knowledge, and because the only sellers who have any influence in the club maintain a reasonably correct attitude towards it.

With such men as Lewis, Pelletier, Orr, Estep, Finn, Ewald, Standart, and

twenty others of prominence that could be named, active in its regular work, the genuine usefulness of the Adcraft Club is not likely to be seriously questioned.

J. W. T. KNOX.

HAS 200 MEMBERS.

THE GRAND RAPIDS HERALD.
July 6, 1909.

Editor of PRINTERS' INK:

I am forced to take issue with your editorial of June 30th suggesting that advertising clubs failed to produce other than social advantages. The Grand Rapids Advertisers' Club has been in existence about eighteen months. Its numbers in its membership two hundred of the most active men in Grand Rapids.

The Grand Rapids Advertisers' Club has brought to Grand Rapids for its monthly dinners some of the brainiest men in the United States. While the advantages of a banquet may appeal to you as solely social, nevertheless, I assure you that the advantages that are following the banquets of the Grand Rapids Advertisers' Club are most practical and tangible. The advertising men of Grand Rapids have had the benefit of the wisdom and advice of the greatest advertising experts in the country.

In addition the Grand Rapids Advertisers' Club has given to members the benefit of the criticism of local advertisements by the best experts in the country with the result that the tone of local advertising in Grand Rapids is higher than it has ever been before. This is partially due to the splendid calibre of the men who compose the advertising fraternity of Grand Rapids, but it is also due, in no small measure, to the results of the work of education carried on by the Grand Rapids Advertisers' Club.

Finally, let me suggest that the Grand Rapids Advertisers' Club produced on the 10th day of last June one of the finest advertising spectacles ever staged in the Northwest. Under the auspices of this organization, a civic pageant was produced. Many weeks of hard labor, many hundreds of dollars, and a wealth of ideas were capitalized in the success that was attained. The pageant was produced by floats from all of the leading advertisers of Grand Rapids. The floats were floral in nature and required some 350,000 blossoms in their production. Fifty thousand people lined the streets of Grand Rapids to witness the pageant. The Ad Club, at great expense, secured a moving picture film of the parade, which is now being shown throughout the country with an attendant lecturer who suggests the advantages of Grand Rapids as he tells of the floats shown on the film. Grand Rapids thus secures unique advertising of immense value and in an entirely new channel.

The accomplishment of such results as these in eighteen short months of existence by the Grand Rapids Advertisers' Club, is entirely beyond the realm of speculation. Its success is not purely rhetorical. It is a substantial advantage to the city of Grand Rapids.

A. H. VANDENBERG,
Vice-President and Treasurer.

AINSLEE'S For August

CHOCK FULL OF GOOD THINGS FOR HOT WEATHER READERS AND ADVERTISERS

This midsummer number of "The Magazine That Entertains" is a WINNER! That expresses it exactly. And if AINSLEE's can win its way into the affections of the American people in the "dog days," what can't it do in the way of holding their interest during the rest of the year?

Here's a bunch of stories in the August AINSLEE's—adventure, love, intrigue and romance—such as hasn't been got together between the cover pages of any magazine in many, many moons.

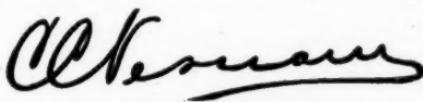
There is going to be a lot of good-natured "scrapping" on hotel piazzas at summer resorts and elsewhere for the privilege of being "next" on this particular issue. It's a number that's going to have a good long life. All of which means splendid value to the advertisers who were wise enough to get aboard.

In the first place, AINSLEE's for August leads off with a splendid feature—one of the biggest stories of the year—in the first installment of a stirring new "Graustark" tale by George Barr McCutcheon. It is entitled "Truxton King, a Story of Graustark," and is a sequel to "Graustark" and "Beverly of Graustark" from the pen of the same sterling writer of popular fiction.

The front cover design is an unusually fetching picture in colors by Howard Chandler Christy, done in his best style, illustrating one of the tenderest love scenes in the McCutcheon story. This cover alone should sell many thousands of copies of the magazine. There is also a stunning frontispiece by Harrison Fisher, showing the hero of the Graustark tale.

Then there are ten short stories, every one of them a "corker." One of the best is "The Paladin," a complete novel by Horace Annesley Vachell. Mary Heaton Vorse contributes another of her irresistible "Jimmie" tales, and Joseph C. Lincoln is represented by a characteristic story. Clara E. Laughlin, Kenneth Brown and others equally well known are also among the month's entertainers.

As an all around magazine for fiction readers, AINSLEE's has no equals. And the readers of the best light fiction constitute the best class of buyers of advertised articles in the land. Is "The Magazine That Entertains" and that in entertaining profits all its advertisers on *your* list?



79 Seventh Avenue
New York

SEPTEMBER ADVERTISING FORMS CLOSE AUGUST 2d

The American Wool and

Circulation 2,000,000

Price. \$3.00 per Annum

The recognized and only organ of the textile industry

The captain in the textile industry seldom enters through the cabin window but works his way resolutely through the forecastle. The mills which take the AMERICAN WOOL AND COTTON REPORTER use 2,000,000 horsepower, and it is the pride and glory of the AMERICAN WOOL AND COTTON REPORTER that we have been the constant bond of union through the past twenty-three years between the great and successful manufacturers of the present and the overseers, superintendents and textile students who will become the manufacturers of the future.

The new paid subscriptions taken by the AMERICAN WOOL AND COTTON REPORTER during the past eight months have been as follows: October, 158; November, 176; December, 180; January, 135; February, 120; March, 183; April, 171; May, 215. These are absolutely new and not renewals. Among these new subscriptions have been the following typical ones: Mr. W. T. Williams, of the Yantic (Conn.) Woolen Company, sent in a ten year paid subscription during the present month for \$30, to June 14, 1919. Two southern manufacturers sent the following in May:

F. W. POE MFG. CO.

GREENVILLE, S. C., May 12, 1909.

Please send your "Wool and Cotton Reporter" for one year to the following superintendents and overseers of our mill, Greenville, S. C.:

F. M. Osteen, superintendent.	W. F. Cleveland, overseer of weaving.
Harold C. Smith, assistant superintendent.	J. O. Spake, overseer of weaving.
Wm. C. Gregory, chief engineer and master mechanic.	J. E. Thompson, overseer of cloth room.
J. E. Capps, overseer of carding.	M. L. Dillard, overseer of yard.
C. W. Pettitt, overseer of spinning.	Poe Mill Library.

Yours very truly, F. W. POE MFG. CO.
By F. W. Poe, Pres. and Treas.

GREENVILLE, S. C., May 14, 1909.

You are authorized to send your paper for one year to each of the following:

Lewis Parker, Greenville, S. C.	J. H. M. Beaty, general manager, Olympia Cotton Mills, Columbia, S. C.
J. S. Moore, assistant treasurer, Richland Cotton Mills, Columbia, S. C.	M. L. Merchant, assistant treasurer, Victor Manufacturing Co., Greers, S. C.
F. J. Inglesby, treasurer, Appalache Mills, Arlington, S. C.	

Yours truly, LEWIS W. PARKER.

FRANK P. BENNETT

530 Atlantic Avenue, BOSTON

2 Rector Street, NEW YORK

AMERICAN WOOL AND COTTON Reporter

2,000, horsepower

Weekly: Every Thursday Morning

organ of the textile industry of America

Here is also an expert opinion from one of the largest textile manufacturers in the United States:

BOSTON, March 1, 1909.

EDITOR AMERICAN WOOL AND COTTON REPORTER,

530 Atlantic Ave., Boston, Mass.

DEAR SIR:—The great value of the "American Wool and Cotton Reporter" consists not only in its high and conscientious character but also in the wide variety and quality of its weekly information respecting all branches of the textile industry. I find that it is eagerly read every week by mill owners, overseers, selling agents and buyers of goods, a matter being adapted to the mechanical and technical requirements of the mills as well as to the distributor of its products. I do not know of any other great industry which has so excellent a newspaper organ as the "American Wool and Cotton Reporter."

Very truly yours,

(Signed) WM. M. WOOD,
Pres. American Woolen Company.

Moreover as the quality of newspaper circulation depends largely upon paid subscriptions we offered three years ago to give the sum of \$300 if it could be proven that the cash collections from subscriptions of any other textile newspaper, either weekly or monthly, during the year 1906, were equal to those of the AMERICAN WOOL AND COTTON REPORTER. This offer has remained unchallenged for three years and we now repeat it still more emphatically. The conditions of this offer are that the journals submitting to this test on both sides shall submit their books to a public chartered accountant, that the inferior party upon either side shall forfeit the sum of \$300, and that the money shall be divided as follows: \$100 to the National Association of Woolen and Worsted Overseers; \$100 to the National Wool Growers' Association, and \$100 for some form of prize in such cotton manufacturers association as may be selected.

TT: COMPANY, Inc.

W YORK

308 Chestnut Street, PHILADELPHIA

LINE CUTS TAKE PLACE OF HALF-TONES.

A "PRINTERS' INK" CORRESPONDENT CALLS ATTENTION TO A DEPARTURE MADE BY THREE ADVERTISERS—HOLDS THAT THERE ARE TOO MANY HALF-TONE ILLUSTRATIONS IN THE ADVERTISING SECTIONS.

NEW YORK, July 7, 1909.
Editor of Printers' Ink:

In glancing through the advertising pages of the July magazines, I was struck by the accompanying advertisements—not so much on account of their attractive appearance as on account of the fact that they are illustrated in line.

Take the Ivory soap ad. It is well known that this product has been exploited through the maga-



zines by means of fine half-tone illustrations for many years, and its appearance with a pen-and-ink illustration is sufficient in itself to attract attention.

But still more remarkable is the use of pen-and-ink drawings in the other two ads. It has long been the custom for camera and lens advertisers to use reproductions of photographs taken with their instruments, and to discard

'Oh, For A Camera'

On that vacation of yours with its new faces and places, you'll need one constantly.

PREMOS

Are ideal for vacation days. They will not mar your picture with practically no effect on your price. They can be carried everywhere mounted. They are the best cameras ever made for the amateur—easier to load and operate. Over fifty different styles and sizes. Price \$10.00 to \$100.00.

Catalogue at the dealer's, or send for on request.

IMPORTANT—As written, please for you to specify PREMO Camera.

ROCHESTER OPTICAL DIVISION
ROCHESTER, N.Y.

this method for line drawings seems to me to be a radical departure. I rather like it. It gives these two articles a certain distinction—separates them from the half-tone crowd—imparts to them an individuality which cannot fail to have its effect on the average reader. Further, the use of the line drawing in the camera ad carries out excellently the idea conveyed by the text. Here is an interesting scene with no camera at hand to preserve it, and if a photograph or a wash drawing had been used the pictorial emphasis of the idea would have been lost. Now, however, it is evident at a glance that the camera was absent, and the "Oh, for a camera!" exclamation fits perfectly.

J. K. HUNT.

Your dealer can supply your Camera with the Goerz Lens, whether it is an Anastigmat, a Century, a Kondak, a Premo or Seusta.

There is a Goerz Lens for work in which qualities is paramount.

There is a Goerz Lens for wide angle work.

There is a Goerz Lens for long-distance work which brings the object very near.

Enough of each of these three qualities is contained in the Goerz Dagor Lens to satisfy all requirements. It is a lens to be used in special but who wants one lens capable of the wider range of work.

Everyone who uses a multi-lens set of good cameras should have one Goerz lens. The first camera to be equipped with the Goerz lens is the Kodak. The second camera to be equipped with the Goerz lens is the Century. The third camera to be equipped with the Goerz lens is the Kondak. The fourth camera to be equipped with the Goerz lens is the Premo. The fifth camera to be equipped with the Goerz lens is the Seusta.

GOERZ DAGOR LENSES

G. P. BORKE AMERICAN OPTICAL CO., Office and Factory, 716 East 130th St., New York

Who Are Our Competitors?

Before a concern can justly claim to compete with us it must be able to offer:

Services of staff able to prepare any kind of catalogue, booklet, follow-up or advertising "copy";

Recognition as an advertising agency by the leading magazines and newspapers of the entire country;

Modern photographic facilities, including studio equipment for commercial work and staff of traveling operators;

Artists able to handle every form of illustration, not only in the execution of ideas supplied them, but also in the origination of designs;

Engraving and electrotyping plant modern in every way, for the production and duplication of line cuts, half-tones, wood cuts and color plates;

Typesetting resources adequate for the largest catalogue as well as the smallest booklet; press-rooms completely equipped for large and small edition work, and binderies for every form of printed matter.

It's largely because we have these things, **under one roof and one management**, that we have been able to conduct an advertising campaign for one manufacturer which yielded 90 per cent net profit and that our service has increased the business of another concern 40 per cent in a single year, without adding to the selling expense.

The coupon herewith will bring you fuller particulars and copies of our house organ, "Orders." A letter setting forth your requirements in the way of selling service will bring a prompt reply as to our probable ability to supply you. If we are not in position to handle your account, in a satisfactory way, we will frankly advise you to this effect.

The McFarland Publicity Service

JEFFERSON THOMAS
Vice-President and Manager
HARRISBURG, PA.

of the selling service you supply
Name.....
Firm.....
St. No.....
City.....
Town.....
State.....

The Daily Chronicle

Orange, New Jersey



6000 CIRCULATION

Population of The Oranges

Orange	30,000
East Orange	30,500
West Orange	12,000
South Orange	8,500
	81,000

Growing at the rate of
7,000 a year.

The Industries

Edison Plant	6,000 Employees
Hatting Industries	6,500 Employees
Crocker-Wheeler Co.	
Sprague Electric Co.	
Westinghouse Lamp Co.	
Seabury & Johnson	
Etc., Etc.	

THE Oranges, as a whole, are known as New Jersey's richest City. It is the most attractive suburban locality tributary to New York, and only sixty cities in the United States have a greater population. Orange and West Orange form the commercial and manufacturing centre, while East Orange and South Orange are the residential sections. The Daily Chronicle is the only local paper of the Oranges.

During the past year, The Daily Chronicle has absorbed the circulations and good-will of the

The Daily Chronicle

Orange, New Jersey

four weekly papers of the Oranges, and it is the official paper for each of the four cities. The Chronicle is a high-grade afternoon, two-cent paper, with a staff of the best newspaper men available. It will be satisfied with nothing less than the reputation of being the best suburban daily paper published. In quality of circulation it absolutely stands alone. Anyone acquainted with the wealth, social activities and general characteristics of the Oranges will understand why this statement needs no qualification.

The Daily Chronicle has published 7,380 columns of advertising in the past year, and 16-page issues of the paper are frequently necessary. The quality of the advertising is best indicated by the list of New York firms, given below, that are regular patrons of the paper. Hahne & Co., of Newark, New Jersey's greatest store, spend several thousand dollars annually with The Chronicle; Plaut & Co. have from one to two columns of space in every issue, while Bamberger & Co., Snyder & Co., and a score of other Newark advertisers reach, through this paper, the choicest buying clientele to be found in the United States.

The rate is from 25 cents to 15 cents per inch, depending upon amount of space used. Flat rate to Agencies.

REGULAR NEW YORK ADVERTISERS

Best & Co.
Bonwit, Teller & Co.
James A. Hearn
Lord & Taylor
Charles A. Keene
James McCreery & Co.
O'Neill-Adams Co.

Reed & Barton
Revolton Freres
Rogers, Peet & Co.
Simpson, Crawford Co.
Sheppard Knapp Co.
John Wanamaker
A. A. Valentine & Co.

REPRESENTATIVE FOREIGN CONTRACTS

Royal Baking Powder
Lydia Pinkham
Fels Naptha
Shredded Wheat
Vinol
Foster-Milburn Co.

Standard Oil Co.
Prudential Co.
Anheuser-Busch
Sloan's
Poslum
Etc., Etc.

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO

THE VALUE OF LARGE, BOLD HEADLINES.

NEWSPAPER ADVERTISERS ARE TAKING THEIR CUE FROM THE NEWSPAPERS THEMSELVES AND BIG DISPLAY TYPE IS NOW BEING USED—IDEA IS TO GET THE GIST OF THE STORY BEFORE THE READER QUICKLY.

By Philip Wolf.

The progress made by the journals of to-day is reflected in the advertising. During the past five years, advertising by department stores in particular, and national advertisers in general, has undergone a complete evolution. There is no resemblance between the publicity of to-day and that of some years back. The spirit of advancement that imbues all things American has not escaped the advertising fraternity or the merchants.

Time was when advertisers used the smallest possible type, working on the plan that real worth could be obtained from space only when crowded with the greatest possible amount of type. Display was ignored and looked upon as reckless and inexcusable extravagance. Illustrations played a most inconspicuous rôle on this stage of business.

But what do we find to-day! The advertising published by the stores in this city can safely be considered as accurate criterions. They are the advertising barometers by which practicability and progress are judged. Taking their publicity as an example, it is interesting to note that elaborate, carefully drawn illustrations are employed more than ever before. Invariably, they are large—it seems almost that they vie with each other in that direction. To correspond with these large illustrations, big type display lines are used.

The significant fact is that while illustrations are not always used, the bold headlines are continually in evidence. A hundred instances of this form of publicity have come before my notice during the past week and are still all fresh in my mind's eye. Whenever the regular

face of type does not come in the size desired, letterings are drawn. Herein lies a field that I predict will soon become extensively used. It is practically in embryo now, but because of its unusual character and the wide field it affords, it will soon be drafted into service.

What is the significant fact of these changes? Are they merely accidental forms of publicity or the natural result of progress?

The successful newspapers of to-day are exponents of glaring headlines. Even the conservative publications that a few years ago "held their breath," as it were, at the tendency toward "yellow journalism" are finding themselves following this trend of advancement.

The busy public that makes up our large cities and towns have many things to do. True, one of the duties they consider important is to read the newspapers. They mechanically devote a certain length of time for that purpose. Quite in accord with their restless activity of all undertakings they read as much as possible in the time they devote to reading. So it is necessary to condense news and tell the story quickly and clearly.

So it is with advertising!

What the newspapers learned by increasing circulation, the advertisers learned (although a trifle delinquent) by increased business. If people are expected to read advertisements, the advertiser must make every effort and use every incentive to make it easy for them to do so. The surest way of inviting and interesting the attention of the consuming public is to employ large type and catchy illustrations.

The tendency toward illustrating cards has been most remarkable. The old adage of "He who runs may read" seems to be the goal that all alert advertisers are striving to reach. And it is effort spent in the right direction.

Results prove that people will read advertisements that are easily read. Their attention is arrested by striking display, their curiosity aroused by a telling story, and, if you have the goods, success is assured.

The Blow in the Dark

An Exposure of a Rascally Conspiracy Engineered by the Chicago Tribune

THIS and the articles to follow are to be an exposé of the methods of the CHICAGO TRIBUNE, and they will make clear the reasons underlying a recent anonymous attack upon the CHICAGO EXAMINER.

Much will be told which may be new to many readers, but it will all be facts the truth of which can readily be proved.

The Tribune has brought this exposure upon itself and the time has come when the merchants who have poured many dollars into its pockets, should know the methods of concealment, deception and bluff by which their advertising patronage has been secured.

Every advertiser will no doubt recall certain anonymous circulars which were scattered broadcast about two years ago designed to injure the Chicago Record-Herald in the eyes of the business world. They will remember the indignation which this attack aroused and the comments of disapproval which it called forth from men of high principle.

What was the source of these scurrilous letters? It was shown to the satisfaction of investigators that they emanated from that cunning contemporary, the **Chicago Tribune**. Like a bully wreaking his vengeance on a weaker person, the Tribune, which poses as a monument of "dignity," dealt its blow upon a paper that could not return the assault.

But the attack was typical of the methods by which the Tribune seeks to divert attention from its own vital weakness—a **hidden circulation too small to justify its advertising rate**.

We admire the open fighter, and welcome a contest with the competitor who is ready to pit facts against facts. But, much as we prefer that kind of an antagonist, when the identity of the coward is known a reply at least is justified to the calumnies which have lately been circulated regarding the EXAMINER; because there may be many—we know there are some—who continue to be deceived by the sanctimonious attitude of a paper which behind its mask of holiness, tries to conceal a condition of greed, cant and rotten principle—a condition which is now, however, fully to be exposed.

The Recent Attack on the Examiner

A few weeks ago an advertising journal published a series of three articles signed by two ostensible "investigators" of the Chicago newspaper situation, and these articles were later circulated broadcast in the form of reprints and paid for by the management of the Tribune. One of these worthies had previously applied to the EX-

AMINER management to write similar articles directed against the Tribune, but had been shown the door.

The authors of these articles, the advertising agent who published them, and the Tribune management who paid for the printing and distribution, knew the statements to be lies and acted knowingly.

These essays seek to discredit the circulation statements and advertising value of this paper and to create the impression that the Tribune is gaining in advertising patronage in face of proven figures which show its enormous losses.

The EXAMINER has not invited this attack from the Tribune unless a truthful statement of its circulation, in contrast to subterfuge and concealment, may be regarded as an invitation for abuse and misrepresentation. But now that the fight is on it will be a fight in the open, and we will add a page to the paper that our readers may get their usual quota of news.

Does the Chicago Tribune think for a moment that a paper which in the short period of four years, has built up a circulation which far exceeds its own and which shows the most remarkable advertising gains ever produced by a Chicago publication, will tolerate its vicious onslaught?

Does it feel secure in the idiotic belief that the merchants of this city will long continue to pay their good money to a publication which snaps its fingers in their faces when they ask for a circulation statement or ventures a subtle falsehood?

The Chicago Tribune avoids circulation statements as it would shun a cobra. It has affected in these anonymous articles, which it did not dare print in its own columns, to ridicule the importance of the most vital factor in estimating a newspaper's advertising value, knowing full well that an opening of its circulation books would expose the three-shell game it has worked for years.

We have stated the provocation as clearly as possible, but yet more interesting and convincing things are to come.

In the articles to follow we shall show:

1st. The relative circulation of the EXAMINER and the Tribune as determined by actual canvass of leading newsdealers in every section of the city, reports of carriers and other evidence, that even the Tribune will not dare to deny.

In this article will be shown the immense excess of EXAMINER over Tribune sales in the most representative parts of Chicago and its enormous distribution direct to homes by carrier, settling at once the question of "Quality Circulation."

2nd. That the Tribune refuses absolutely to show its circulation records to advertisers that it may demand an exorbitant rate for

ce, while the Examiner freely opens its books and its mail to any inquirer, and its contracts on circulation figures, and may at any time be verified by ad-

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the Chicago Tribune, and to deceive the people.

We have said that this is to be a **fight in the open**. We can no longer in justice to ourselves tolerate the uncalled for innuendos and attacks of the Tribune, and we shall make the result final by opening its secret archives to the public.

The Tribune must reply with a statement of its circulation verified by a board of impartial accountants and it must explain the conditions we shall expose or it will stand convicted by its silence.

The result of this newspaper argument may be that the advertisers at least may gain some knowledge they ought to have had long ago. We will at least try to make it interesting, and we will not rob our readers of any news space with this exposure. We will make the paper bigger and use only one-half the extra space for it. So everyone, but the Tribune dragged from ambush, may be happy.

STRAWS THAT SHOW WHICH WAY THE WIND BLOWS:

THE advertising gains of The Chicago Examiner are the most phenomenal shown by any newspaper in the United States. The Examiner's patrons have shown their confidence in a known circulation by continually giving this newspaper more and more of their advertising month by month. When other newspapers Chicago showed losses The Examiner showed gains steadily. The following table shows the gains in detail of the Chicago morning newspapers the first six months of 1909, over the same period in 1908.

EXAMINER	Record-Herald	Tribune	Inter Ocean
January.....	287.49 Gain	198.25 Gain	191.57 Gain
February.....	212.34 Gain	564.03 Gain	150.01 Gain
March.....	4.63 Gain	8.53 Gain	16.64 LOSS
April.....	233.40 Gain	15.70 Gain	72.18 Gain
May.....	203.48 Gain	69.27 LOSS	24.73 Gain
June.....	268.59 Gain	59.89 Gain	224.79 Gain
Total.....	2,126.83 Gain	1,209.93 Gain	646.64 Gain
	777.13 Gain		

These remarkable gains in advertising have not been made by **special features** are made up through the increase in advertising patronage given to The Examiner the best merchants of Chicago. In the Department Stores on State Street for the first six months of 1909, over the period in 1908.

The Examiner Gained 169,930 Lines

—AND—

The Tribune Lost 123,959 Lines

The EXAMINER leads every other newspaper in display advertising gains for the six months of 1909.

The EXAMINER leads every other newspaper in regular display advertising gains month of the six months.

The EXAMINER leads every other newspaper in display and classified advertising for the first six months of 1909.

These are the straws which show which way the wind is blowing.

HOME CIRCULATION COUNTS

of June 18 and July 5.

NOTABLE EXAMPLES OF WOOD ENGRAVING.

THEY EMPHASIZE THE ARTISTIC VALUE OF THIS ANCIENT PROCESS, NOW NEARLY EXTINCT—HAS BEEN SUPERSEDED BY LESS EXPENSIVE METHODS—PRESENTS OPPORTUNITY FOR STRIKING EFFECTS IN ADVERTISEMENT ILLUSTRATION.

The appearance in the July *Century* of a striking series of wood engravings by Howard McCormick depicting Mexican subjects, as well as another in the famous series by Timothy Cole reproducing paintings by the old masters, brings to mind the fact that wood engraving is to-day practically a lost art from the commercial viewpoint.

Wood engraving is a contemporary of the printing art. It was the first and, for a century or two, it was the only form in which illustrations could be reproduced for printing purposes in conjunction with type. During the early days of the graphic arts a number of men appeared who showed themselves to be masters of the graver. It was due to their skill that the public of those days was able to secure reproductions of great paintings, and also that publishers of that time were able to illustrate their books and periodicals.

But the constantly growing demand for pictures of all kinds gradually resulted in the development of other forms of reproduction. Among the earliest and most successful of these was lithography, which consisted in printing from stone to which the original drawings or paintings had been transferred. In the commercial development of lithography Louis Prang, who died recently at an advanced age, was an important factor. He applied the art to the production of chromos, etc., and was the pioneer in America in the work of producing facsimiles of famous paintings at a popular price.

The discovery of photography brought about still other developments, and eventually photographic reproductions—the zinc

etching and the half-tone—came into widespread use as the cheapest method of making reproductions of all kinds.

At the present time very few wood engravings are seen. Nevertheless, it is a fact that no other form of reproduction nearly equals in artistic value this ancient method. In the hands of a master a wood engraving can be given all the individuality and quality of the original. The only thing against it from the modern viewpoint is its costliness, and for this reason alone its use has been gradually dying out for years. As a result, the old-time wood-engraver has also passed away.

To-day there are very few masters of the art practising their profession, and even if popular demand or commercial exigencies should make desirable a restoration of wood engraving, it would be difficult, if not impossible, to find men competent to handle the tools. It would then be necessary to train new men and, before one-tenth of the present reproductive output could be taken care of by wood engraving, a whole army of men would be required. This would take years of time.

In spite of these drawbacks, however, the splendid examples of wood engravings which appear in the *Century* for July are likely to inspire a large advertiser or two with an ambition to see his advertisements thus illustrated. The work of Mr. McCormick is especially well adapted to advertisement illustration, and, as a matter of fact, it would be no more expensive than the paintings and drawings by well-known artists which are now being used by many of the largest advertisers.

It will certainly pay any progressive advertiser to study carefully the *Century's* specimens of wood engraving. The work of both McCormick and Cole stands out from the mass of pictorial representation of the day like a refreshing sail against a sea of half-tone.

Four of the series of drawings made by the former and engraved by him on wood are black and white and the other is in color.



THE TORTILLA-VENDER.

Drawn and engraved on wood by Howard McCormick. A part of a full-page illustration in the July *Century*. Used by permission.

This latter is a distinct achievement and shows what can be done with a few broad masses of color, vigor and simplicity of outline, with enough interesting detail to prevent monotony.

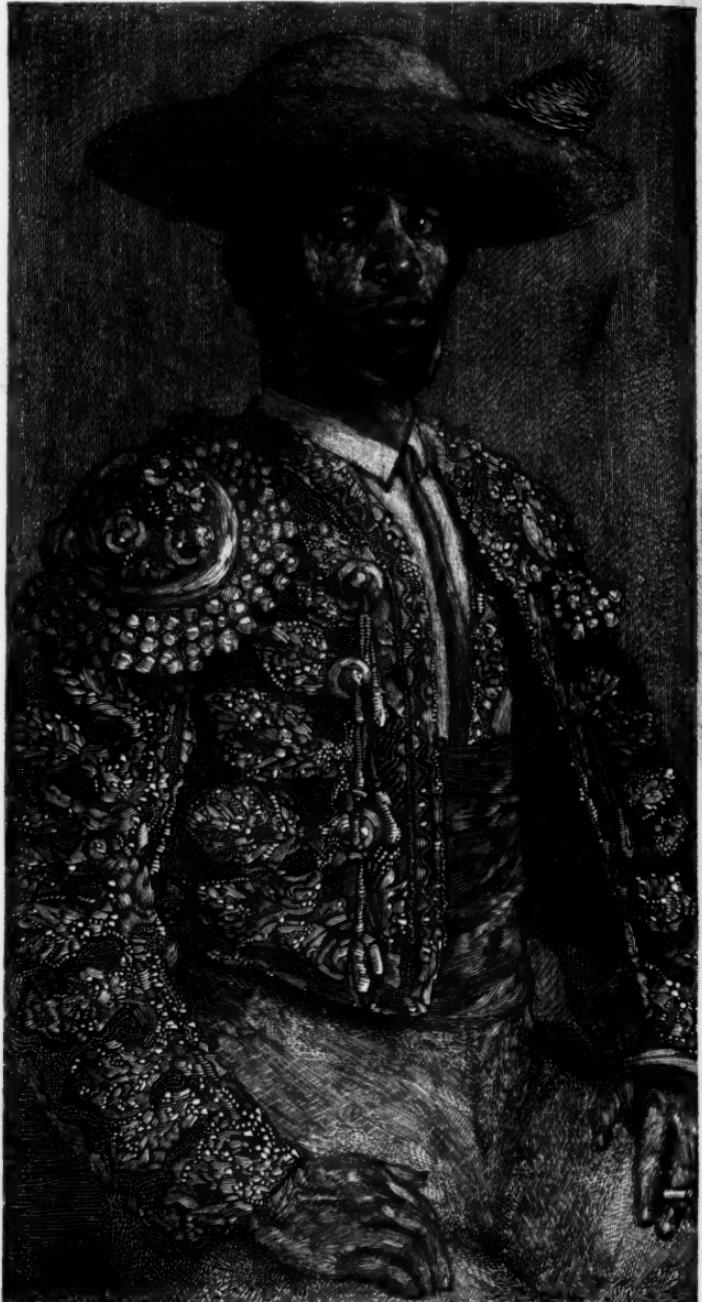
Mr. McCormick made all of his drawings while on a recent visit to Mexico. The pictures are highly original in treatment, showing remarkable graver work done largely with white lines, yet partaking a little of modern methods. The artist has a manner altogether his own and the blocks he has made show great brilliancy and seem fairly to emit light. His work really amounts to painting with the graver.

The example of Mr. Cole's work is a charming engraving of the beautiful portrait of Françoise-Marie de Bourbon by Pierre Mignard. It is one of the series of reproductions of the famous paintings of Europe which the

artist has been engaged in making during the last twenty-eight years and which the magazine has been printing at intervals during that time as one of its notable features. Mr. Cole has already completed his list of the masterpieces of Italy, Holland, Belgium, England and Spain, and is now engaged on the French masters.

"It is exceedingly interesting to note the differences between the work of Mr. Cole and Mr. McCormick," says George Howes Whittle, of the art department of the *Century*, "as shown in these latest examples of their art. The latter represents still more radically than a number of other well-known American engravers the scope of wood engraving as a purely artistic medium.

"There is to-day a growing tendency by artists to make use of wood engraving as an original means of expression rather than



"CHATTO," THE PICADOR.

Drawn and engraved on wood by Howay McCormick. A part of a full-page illustration in the July *Century*. Used by permission.

as an imitative reproduction of the work of other men. This tendency has been exemplified in this country in the work of Elbridge Kingsley, W. B. Clossen, Frank French, Henry Wolf, John P. Davis, F. S. King, Victor Bernstrom, who died recently; W. M. Aikman, W. W. Stilson and W. G. Watt, all of whom have used the graver freely to express their own artistic personality. In France M. Le Pere is the great exponent of this phase of wood engraving.

"These men were all trained in the exact traditions of wood engraving. Howard McCormick, on the other hand, being a painter and illustrator by profession, uses the graver with the same artistic freedom with which he would take up the etching needle or the pen or pencil point, these being the usual resources of the painter when he wishes to discard the brush for a black-and-white medium.

"The subjects engraved by him in the July *Century* are vigorous examples of his work. His line is particularly flexible and partakes of the same freedom as if rendered with the brush. The effect is exceedingly rich and brilliant and shows a variety in texture which is absolutely unattainable by the half-tone process.

"Timothy Cole is the first wood-engraver to interpret with absolute fidelity the technique of the old masters. To judge of the success of his efforts one has only to look back through the pages of the *Century* for the last twenty-five years or so.

"In Cole's work we have the engraver's technique carried to its utmost perfection and refinement, which perfection and refinement are necessary for the reproduction of the qualities of the masters he is interpreting. Added to this, he shows a wonderful variety of line, at one time bold and vibrating with light and then melting into the most exquisitely tender textures of flesh, hair and draperies.

"The resources of the wood-block he always uses to the utmost in giving richness of tone and a charming enveloping at-

mosphere. His versatility also in suiting his technique to the salient qualities of different schools and to the individuality of so many artists, differing in their characteristics, render him specially able in the interpretation of the work of the masters."

The opinion is ventured by Mr. Whittle that "with the increased number of men who are devoting themselves to the new phase of self-expression in wood engraving we may look for a new and vigorous note giving life and variety to both book and periodical illustrating, which sometimes suffer somewhat from the rather too monotonous grey of the half-tone." The same thing applies to advertising and there is no reason why advertisers should not take advantage of the opportunity offered.

New York Herald Syndicate

Special Cable and Telegraph
Service

"IN THE DAY OF THE
DUEL"

and

"A SOCIETY WOLF"

Good titles—Don't you think? They attract attention. So will the stories. They are soon to start as Sunday features.

Daily features: News
matrices, comic matrices,
Women's Features and
Daily Photographs.

For particulars of any service
apply to

New York Herald Syndicate
Herald Square, New York City

Canadian Branch: Desbarats
Bldg., Montreal, Canada.

ECONOMY IN ADVERTISING

The manufacturer who is first to take advantage of a new labor-saving machine, is the one who declares the largest dividends.

The advertiser who applies the same sound principles to buying advertising space, reaps the same increased results.

The advertising department is as much a part of the machinery of the successful factory as the lathe or the loom.

ONE MAKES THE GOODS, THE OTHER CREATES THE MARKET

As rapid improvements are being made in the field of advertising as in that of machinery.

The advent of the LITERARY MAGAZINE supplement for Sunday Newspapers, marks a distinct advance among the Implements of Publicity.

Why? Because it makes it possible for the advertiser to cover a definite, specific territory, and the most desirable class of possible customers in that territory without having to pay for a lot of waste circulation.

Every reader of the LITERARY MAGAZINE is within reach of a possible local agent.

The LITERARY MAGAZINE, published weekly, is designed and used as the literary and art feature by the leading Sunday dailies in the following list of cities:

World-Herald, Omaha, Neb.	Review, Denison, Ia.
Dispatch, Pittsburg, Pa.*	News, Michigan City, Ind.
Herald, Washington, D. C.	News, Ashland, Wis.
Herald, Louisville, Ky.	Record, Stockton, Cal.
Elmira Telegram, Elmira, N. Y.†	Herald, Missoula, Mont.
Telegraph Herald, Dubuque, Ia.	Gazette, Col. Springs, Col.
*All outside City.	
†Part of List.	

The rate is 40 cents per line—less than one-fourth of a cent per line per thousand circulation. The Magazine is printed with colored covers, on an excellent book stock; is filled with the best original fiction and general reading matter that money can buy; illustrated by artists of national reputation.

It is a medium that the far-sighted advertiser is using liberally, and with splendid results.

Send for current copy, and further information to

STILLWILL-STONE COMPANY

Advertising Managers

1100 Boyce Bldg.

Chicago, Ill.

HOW ONE MAN IS RUNNING A TOWN.

PROPOSES TO PROVE THAT MODERN METHODS WILL INCREASE THE TRADE AND PROFITS OF EVERY LINE OF BUSINESS—EXPERIMENT WILL CONTINUE UNTIL THE LAST DAY OF THE YEAR.

Last week PRINTERS' INK referred briefly to the attempt of W. J. Pilkington, editor of the *Merchants' Trade Journal*, Des Moines, to conduct the individual business of a whole town according to modern methods. Mr. Pilkington has supplied PRINTERS' INK with additional information regarding his experiment, all of which is highly interesting.

"My idea in taking charge of the town," says Mr. Pilkington, "is to prove that the adoption of modern retail methods will actually increase the trade and profits of every line of business. The entire town has been turned over to me. When I say entire town, I mean banks and every business place in town. The experimental town is Dexter, Iowa, of 860 population, thirty-five miles from Des Moines, and six miles from a town of over 2,000 population. I will run Dexter until January 1, 1910. I have placed an experienced man in charge of the town and pay his salary and expenses. The expenses of the entire enterprise, with the exception of advertising, is borne by me. This man spends his entire time here, instructs the business men what shall be bought, what kind of sales shall be held. He writes all the advertising matter, reads all proof, plans every scheme and contrivance for business building.

"At 7 o'clock each evening my attorney goes to each place of business and gathers up the sales slips, takes them to our office and there they are copied off on to large ruled blanks, each store has a bank of its own, and on it is kept a record of each day in each department, a record of each clerk's sales, a record of the number of customers sold during the day, average number of items

per sales slip and the average amount of money involved in each sales slip. The next morning these sales slips, with the detailed result, is turned over to each merchant. At the end of the month my superintendent furnishes me with a complete record of all these transactions, also a statement as to the amount of business the same concern did for the corresponding month of last year. We will also show the percentage of gross sales used for advertising purposes last year and the same for this year. This information, of course, goes into my publication as a feature each month. I will give complete information as to how we accomplish results. If we show a loss in sales of some concern, we will tell just as candidly as we can how it occurred. If we try out some scheme or plan and it does not work, we are going to tell it.

"I have selected a small town for this experiment because if I can produce results in a town of 800 population, with a city of 100,000 on one side and a town of 2,000 on the other, it will prove what can be done with conditions against us. It would have been much easier to have produced results in a town of 10,000 population, because business would naturally gravitate toward it.

"If I can show a marked increase in business for Dexter, it will prove that I have pulled business that formerly went to a town of 100,000 population on one side and 2,000 on the other."

• • •

C. D. Reimer, who not long ago sold the *Fort Worth Telegram* and bought the *National Co-operator and Texas Farm Journal*, is installing a splendid press. He has put all the vigor and enthusiasm into the farm paper that brought the *Telegram's* circulation up from 1,600 to 16,000 in six years.

The fact that Texas is rapidly becoming a wonderful farming country is making Mr. Reimer's farm paper prosper rapidly, and a large volume of advertising is expected this fall.

The interest in *Outing Magazine* recently sold to Thomas Blodgett, of Chicago, has been bought by Arthur Britt, one time editor of the *Railroad Magazine*.

A new morning paper, the *Press*, has been started at Asbury Park, N. J.

AN ORIGINATOR OF ADVERTISING SCHEMES.

BIG BRITISH CONCERN WHICH IS ALWAYS FOREMOST IN DEVELOPING NEW WAYS OF SECURING PUBLICITY—WHY BOVRIL CONTROLS OVER HALF THE BEEF FOOD BUSINESS OF THE BRITISH EMPIRE.

Special Correspondence.

CLUN HOUSE, LONDON, ENG.

Extract of beef, the dark, pasty substance prepared from meat by a process originating with the late Baron Liebig, has an enormous world-sale. It is not a food. That is to say, it does not become assimilated and form a part of the tissues of the body, and Liebig knew that it did not, though for a long time the general public thought otherwise. It gives an illusion of feeding, because it is a very powerful stimulant and nerve-tonic. It is, however, chiefly used as a flavoring agent.

There is no trade-mark in the word Liebig, but a firm called the Liebig's Extract of Meat Company has for many years put up a proprietary beef extract, distinguished as the Liebig Company's extract, and this concern, notwithstanding the absence of a trade-mark in Baron Liebig's name, does a considerable business in the ordinary extract of beef trade in the British Empire. To get over the trade-mark difficulty the initials of the company's name were a few years ago trade-marked, and "Lemco" is now the registered trade-mark of the Liebig Extract of Meat Company, Limited.

ANOTHER EXTRACT.

About the year 1875, in Canada, John L. Johnston made some important experiments with beef preservation and extraction, and discovered a means of incorporating with the extractives of beef the albumen and fibrine which are its real nourishing constituents. These latter, owing to difficulty of preservation, had previously been lost to the world. The first public appearance of this new nourishing beverage was at the first Montreal Ice Palace in 1882. Mr. Johnston built up a large business in Canada, but had so much

faith in his new product that he decided to bring it to England and place it as a new article on the British market.

The preparation was first called "Johnston's Fluid Beef," but was soon renamed "Bovril," and the business was registered as a stock company under the name of Bovril, Limited.

Quickly, though surely, Bovril advanced into favor, and when the reconstruction of the business took place in 1896, the capital of the company was worth 1200 per cent more than its face value. Bovril does a far larger trade in the British Empire than all the various brands of extract of beef.

"OXO" APPEARS.

It was not expected, however, that the older company would allow itself to be expelled from the field entirely, and when the popularity of Bovril was demonstrated beyond dispute, the Liebig Company put a second preparation on the market resembling Bovril in that it contained albumen, etc. It was necessary to find a good name for it to prevent confusion, and also because a German name is not very popular in the British Empire. Bovril's rival has for some six or seven years enjoyed considerable prosperity under the excellently-chosen name of "Oxo."

The position created is, however, a curious one. Whereas the rivalry formerly existing was between purely stimulative beef extracts, of which Lemco is the type, competition is now between the two nutritive extracts, Bovril and Oxo. Lemco itself has still a fair sale, however, and the Lemco Company is in something of a dilemma. Every argument they can use in favor of Oxo, is an argument against their other preparation, Lemco. As they are spending enormous sums on Oxo, it would seem that they have realized that the Bovril type of beef preparation—stimulant plus nourishment—is the one which must, in the end, hold the market. Their policy, therefore, is to push Oxo, even at the expense of their trade in Lemco.

THE BOVRIL ADVERTISING.

The paramount position which

Bovril occupies would never have been attained without large advertising. Brightness and novelty have marked this advertising work from the first. There is hardly any variety of advertising which at some time or other Bovril has not made use of. Newspapers, periodicals, magazines, wallpapers, enameled iron signs, window displays, illuminated signs, books, pamphlets, and novelties have been and are freely used. I should estimate the annual expenditure under these heads as running well into six figures. In addition, there have been numerous special schemes from time to time, many of them singularly ingenious.

Monster bottles at exhibitions, yoked oxen in the streets, and house-to-house distributors dressed as cowboys, were early features. Bovril, Limited, was the first to advertise by flashing electric street signs, and their novelty and effectiveness when first introduced helped the advertising considerably. Bovril, Limited, had the first advertising cyclists at race meetings like the Derby and Oaks. They were the first to use bombs at the Oxford and Cambridge boat race, bursting in the air like fireworks and scattering circulars and prize coupons among the crowd. "Mr. Bovril" was the first advertising personality to become a prominent character in the Drury Lane and other Christmas pantomimes. Many other forms of advertising now in common use were originated by Bovril, and it was this practice of *leading* in its advertising which so popularized this article and has helped to raise its sales to the high level at which they now stand.

These schemes are, however, but an adjunct to the work of pure advertising.

Bovril has always been a constant supporter of the magazines, newspapers and billboards. Its newspaper copy has ranged from argumentative "reason-why" matter to striking pictorial display. Last year it ran a series of "crowds" in the big illustrated weeklies. A full-page space would be covered with faces and head-and-shoulder pictures. There was

THE advertiser who leaves **The House-keeper** off his list through neglect, needs a reminder. The advertiser who leaves it off through ignorance needs instruction.

This advertisement is a reminder, but the real story of

The Housekeeper

would occupy more space than we can give it here, but it will pay every advertiser to write and ask for it.

The Housekeeper has a proved circulation of 341,900, of which 250,000 is concentrated in the district known as the Middle West.

Forms for September close July 25th.

FRANK L. E. GAUSS

Advertising Manager

Tribune Building - Chicago

Boston - 8 Beacon Street
New York, 1208 St. James Bldg.

one crowd of football players, another of sailors, another of beautiful ladies, and so on; and as only a small panel was reserved for reading matter, there is no doubt that every word on the panel got read. This year, the newspaper advertising has been taking particular care of people in a rundown condition, pushing the use of Bovril as a preventive of the influenza scourge.

NOTABLE BOVRIL ADS.

On the billboards, Bovril has scored time after time. Many single advertisements of the kind which "make a hit," attaining notoriety which gets them into current speech and makes them eligible and elected for parody in political cartoons, have been Bovril advertisements. Such are the famous "Alas! my poor brother"—a big bullock regrettfully eyeing a bottle of Bovril: "I hear they want more Bovril"—two bullocks laying alarmed heads together in evident disquietude; and "Am I right for Bovril?"—a bullock protruding his head from a cattle truck and interrogating the railroad official called in this country the "guard," in America, the conductor. Quite lately, while Bovril, Limited, was issuing new shares to buy large farms in Argentina (where the best material for beef extracts is raised), there was an effective small display of a bullock's shaggy head with the legend, "I am a bull of Bovril," suggesting a broker who "goes long" on a line of shares.

These are a few instances of Bovril copy which have become specially noticeable.

The advertising organization of Bovril, Limited, is peculiar in that the advertising agents, Messrs. S. H. Benson, Limited, are formally appointed as advertising *managers*, at least for press and bill-posting, in the United Kingdom. Mr. Benson was formerly factory manager to Bovril, Limited, and when, after a break of a couple of years in another business, he established himself as an advertisers' agent, his old company placed some of their business with him, and six years later gave him

the whole of it, with the title already mentioned.

BOVRIL OUTLETS

One way in which Bovril has found an outlet is through the refreshment bars at railway stations and through saloons, which, in this country, we call "public houses." This was quite an early feature of the organization, and through being first with it, Bovril has always kept the best share of this trade. Very handsome nickel-plated urns, fitted with gas-heating attachments, were placed in restaurants, saloons, etc., together with a specially designed cup and nickel-plated holder and spoons. Thousands of these urns in different sizes have been put out in this way, and they cost an average of about ten dollars apiece.

At every considerable exhibition there has always been a booth, where a very large-sized reproduction of the urn, which has a castellated design now very well known, formed a feature. An enormous number of cups of Bovril have been served to the public in this way, and, of course, it has all been good advertising, as the preparation tastes well and probably just as good an effect was got by selling at a remarkable profit cups of hot beef-tea, as could have been achieved by distributing samples for nothing. In a preparation of this kind, it is largely a problem of getting your goods *tasted*. More Bovril is sold for making soups and so forth than for drinking as beef-tea, though it is very good in that way, too.

The medical profession has been very well taken care of, and the company has a way of holding a medicinal reception about once a year, when as many doctors as can be got together are conducted over the factory. This is a clean and beautifully managed place, so that the exhibition of it is always a point in favor of the goods. Nurses, too, have had several receptions, and 5,000 doctors and nurses have inspected the premises within the past two or three years.

THOMAS RUSSELL.

Co-Operative Distribution and Sales Promotion of Household Articles in the South.

THE manufacturer of a meritorious household article must have an outlet for his product; he must create a demand in order to open the way for profitable sales. The demand for any article is created by proper advertising distribution in territory most susceptible for sales promotion.

Advertising in the proper media whose readers compose the best purchasing power in the section covered is the first step towards creating a lasting demand for a meritorious article along the lines of least resistance. The character of the people, the wealth of the section they reside in and the class of media for reaching them are therefore the first considerations when a manufacturer decides to find a new market for his goods.

THE SOUTH—THE FIELD OF LEAST RESISTANCE THE RELIGIOUS PRESS—THE MEDIA FOR CREATING THE DEMAND—JACOBS & CO.'S CO-OPERATIVE PLAN—FOR THE DISTRIBUTION AND SALES PROMOTION

The fourteen Southern States, namely: Maryland, Alabama, North Carolina, South Carolina, Georgia, Florida, Louisiana, Mississippi, Kentucky, Arkansas, Tennessee, Texas, Virginia and West Virginia can rightfully be called the New South. The people in this section during the last ten years have become alive and awakened to their great and wonderful possibilities in agriculture, mining and manufacturing. This section of the South has had unparalleled growth and has created new business records which are unequalled; and it will undoubtedly set new and higher figures in the next quarter of a century, as it has greater resources at its command and is constantly enlisting new forces in building up its factories and mills and establishing new institutions.

WHY THE SOUTH IS THE FIELD

Because the last nine years of high-priced cotton has given cotton planters over three billions of dollars in excess of the production of any nine previous crops, while in the same period lumber, rice, corn, wheat, oats, tobacco, vegetables,

potatoes, hay and other agricultural products raised in the South have been sold at very remunerative figures, resulting in more rapid increase of wealth in the South than averages throughout the United States. This is shown by the percentage of increase in bank deposits being two and three-fourth times as great in the South as in the balance of the country. The South contains one-third the population of the United States. A SINGLE PRODUCT, COTTON, FURNISHING OVER HALF THE AGRICULTURAL EXPORTS OF THE UNITED STATES, THOUGH ONLY SIX-TENTHS OF THE CROP IS EXPORTED. The South's development in railroad mileage, mining and manufacturing has also been phenomenal. Over half the cotton manufactured in America is manufactured in the South.

In 1907 Southern cotton mills representing an investment of \$259,000,000 for the first time in their history consumed more bales of cotton than all other American mills combined. In 1908 the cotton crop of the South became the second crop of the entire country. It is now greater, except corn, in dollars and cents, than the wheat crop or any other American crop!

Nearly all the cotton oil, three-fourths the rice, a large proportion of the sugar, fertilizer, furniture, flour, iron, lumber, cement, lime, zinc, peanuts, oil, canned fruits and vegetables and many other prominent articles of commerce are manufactured or grown in the South.

THE SOUTH IS PROSPEROUS. This means that as the South was poor and now is rich, the wealth is more evenly divided. The people are more able to raise their standard of living by using quality goods than is possible elsewhere in the country on the principle that the man who is used to \$1,000 a year and suddenly comes into \$5,000 a year is much easier to sell than the man who for years has had a fixed income of \$5,000 a year. The South formerly bought low-priced articles from sheer necessity, though traditionally the people were brought up to extravagant ideas. Now that the means are at hand to satisfy a naturally lavish taste, the demand for articles of quality is immensely increased, vastly out of proportion to the actual increase in wealth, great as that is.

Remember, too, this peculiarity about the South: One-third its population consists of negroes. Negroes, as a rule, accumulate nothing. From an advertising standpoint, these 8,000,000 Southern negroes are a negligible quantity, especially on quality goods. This means that most of this prosperity and accumulation of wealth is restricted to the 17,000,000

Southern white people. It is, therefore, a simpler matter to reach it than if it were held by 25,000,000 Southern people. But half the white people are operatives, artisans, croppers on farms. In other words, without capital or accumulations. Hence the indigent whites are also a negligible quantity. There remains, therefore, about 8,000,000 substantial white people, 83% living in the country or towns of less than 5,000 population; in other words, a total of 6,640,000 belonging to the agricultural classes and 1,360,000 living in cities or towns having more than 5,000 population. It is this 8,000,000 of moneyed people we are after. How shall we reach them?

MEDIA.

In the South you cannot use street car advertising because the whole 25,000,000 Southern people see fewer street cars than the city of Philadelphia with its one and one-quarter millions. For like reasons you cannot use billboards. Too few people see them. Population is relatively dense in the country, relatively light in the cities and towns. There are populous states which in the last census showed no city of as much as 25,000 population—notably North Carolina, West Virginia, Mississippi, Arkansas—while others made almost as small an urban showing, such as South Carolina, with only one city; Alabama, one, and Florida, one, having over 25,000 population. Hence, you must circularize direct through the mails or else use regular periodicals. The circularizing method is about fifteen times as expensive in proportion to periodical circulation and not so effective, for in the South the smallness of the circulation and the relatively small number of periodicals results in those which do circulate being more carefully read and being received with more confidence and regarded with more esteem than in the North and West, where printed matter is produced abundantly.

RELIGIOUS WEEKLIES CIRCULATING IN THE ABOVE-MENTIONED FOURTEEN STATES ARE THE MEDIA BY WHICH TO REACH THE PROSPEROUS CONSUMER.

Southern homes take relatively few periodicals—one or two papers is the rule. They have plenty of time to read their literature thoroughly. This means careful attention to advertising columns. The family religious paper remains on the reading table for weeks and is read by the entire family.

POWER OF THE CHURCH IN THE SOUTH.

THE SOUTH IS INTENSELY RELIGIOUS AND THE CHURCH IS THE CENTRE OF ALL RELIGIOUS, EDUCATIONAL AND SOCIAL LIFE FOR NINE-TENTHS OF THE WHOLE POPULATION. In the towns and rural districts the power of the Church is supreme. Even in Richmond, Atlanta, Nashville, New Orleans, Memphis and other large Southern cities, there is no other one force that

compares with the Church in its influence upon the manners, customs and thoughts of the people. Consequently, the Southern religious papers are influential; they are revered, prized. In thousands of homes they are almost sacredly preserved, bound and re-read; in others they are mailed to dependents and friends or relatives after being carefully read. They are generally of semi-magazine form, thus giving reading matter on practically every advertising page and yet in small pages—three, four or five columns to the page, the pages averaging about one-third the size of the average daily paper, thus giving three times greater proportional prominence to an advertisement than would be possible in the blanket sheets of secular dailies and weeklies. This in itself is an enormous saving to the general advertiser, for not only does he not have to compete with the local advertiser for space, but he gets that space in better shape, in more manageable pages, and on better paper, usually a fair quality of book. Other advantages of the religious weeklies are:

All papers go direct into the homes of actual subscribers. No news stand nor street sales. No returned copies. The editors are the ablest on the average in the South. Departments of interest to mature men, to women who are housekeepers, to the young people and even the little tots, thus constituting a family paper—honored, read and esteemed by young and old alike. The religious thought and other matter contained in them is not of transient interest like the news of the dailies, but is of permanent value and interest.

Add to these qualities the fact that by excluding the negro church papers, you restrict your advertising to the white people only; and as the **WHITE CHURCH PAPERS ARE PATRONIZED ONLY BY THE SUBSTANTIAL, CHURCH-SUPPORTING ELEMENT**, you exclude also the indigent whites. Thus you have an ideal advertising field for quality advertising—to reach EXCLUSIVELY possible customers without waste of circulation and through a distribution so general that practically every postoffice and rural route is covered.

For the above reasons, though we have in the past experimented with all other classes of Southern publications, we have long since limited our activities as representatives to that class of publications which an extensive experience has taught us constitutes the **BEST POSSIBLE MEDIA FOR ANY HIGH-CLASS MAIL ORDER OR GENERAL PUBLICITY ACCOUNT IN THE SOUTH**. The religious weeklies being the mouthpiece, as it were, of the Church, they enjoy the confidence, esteem and interest of the better class of white people and are unquestionably best for high-class advertising to reach that class.

The basis of society in the South, therefore, being religion, the religious weeklies become the magazines of the South, enjoying the same relative position in the household in that section as do the leading popular monthlies in the North.

NO MAGAZINES IN THE SOUTH.

The popular monthly magazines printed and circulated throughout the Northern states have practically no circulation in the South. It is estimated upon good authority that only

5% of the circulation of the Northern magazines goes into the South. This statement is taken from a report of Mr. Rossiter, expert special agent for printing and publishing at the twelfth census; also, "Ad Sense," issued December, 1907.

The reason the so-called national magazines have so little circulation in the South is because their contents are not of such a character as to interest the average substantial Southern man or woman. An analysis of their contents shows that the subjects discussed are foreign to the knowledge, observation and personal interest of the vast majority of Southern people. The population of the South is intensely rural in character, whereas the magazine is intensely metropolitan in its make-up. In the population of about 25,000,000 Southerners there are probably twenty-seven cities with comparatively good playhouses, so that about 90% of the population have no facilities for attending theaters. Of course, magazine articles dealing with the stage are of no interest whatever to the man who never attends plays or hears of theatrical affairs.

Again, the Northern magazine is positively distasteful to the average Southern man in that its historical and biographical articles, most of which of necessity deal with the Civil war and its leaders, are written by Northern men and bear a Northern flavor.

Magazine articles dealing with political and race problems are usually written by Northern authors, who write from a Northern and Republican viewpoint, and their articles are, of course, not in accord with Southern sentiment and interest.

The South is intensely orthodox in its religion, and the articles on religious matters appearing in Northern magazines are frequently extremely heterodox in character. The Southern man has no sympathy whatever with ideas such as that the Bible is an allegory; that Christ is a hero-myth, or that the Ten Commandments are of Moses and not of God, etc. He doesn't want his family to read such dangerous and blasphemous matter.

The South being rural, is conservative; the magazine, being metropolitan, is sensational. Men buy literature as they buy clothing, shoes or fertilizer—to meet their own needs and ideals—so the Southerner has about as little reason for buying Northern magazines as the Bostonian, New Yorker or Chicagoan has for investing in cotton-planting machinery.

Another evidence of the intensity of religious convictions in the South is the fact that the whole South is now practically "prohibition" territory, though originally given to the use of whiskey. This is the result of the work of church members pressed to the polls by their church papers to vote for prohibition, despite the influence of the daily press almost unanimously on the other side of the question.

The religious weekly has always been the high-toned family paper of the South and bids fair to maintain its strong hold upon the home life of the people for an indefinite period.

FORTY-SEVEN PAPERS IN ONE BIG COMBINATION

The problem of religious press advertising in the South has been simplified and placed on a scientific basis by the organization headed by Jacobs & Company, and known as the Religious

Press Advertising Syndicate, which represents the advertising departments of more than four-fifths of the thoroughly established religious weeklies of the South. This Syndicate accepts the representation of only those papers WHICH HAVE PASSED THE EXPERIMENTAL STAGE OF EXISTENCE AND WHICH ARE THE OFFICIAL ORGANS OF THE CHURCHES THEY REPRESENT. The average age of these papers is over FORTY years; the average subscription price is \$2 per year. They represent twelve religious denominations (white only) in eighteen states. Sworn statements are furnished to all patrons. The rate is uniform, being ten cents per column inch per thousand circulation.

As the Southern church papers are the only publications that reach white people exclusively, it is therefore easy to understand why advertising in them produces such excellent results. The secular papers waste from 10% to 40% on negroes whose trade is for various reasons generally unprofitable. Any manufacturer establishing a demand among the leading white people of the South can later secure trade from the negroes, because they are dependent upon the white man for their existence and imitate him in his mode of living; hence they purchase, when they have the money, such goods as the white man uses in his own home.

DISTRIBUTION AND SALES PROMOTION CO-OPERATIVE BASIS.

To the manufacturer who has an established business in the South this plan of co-operation is offered as a trade stimulator in bringing together the scattered ends into one big, profitable selling organization. To the manufacturer whose product is in good demand in other sections of the United States and who desires to share in the present great prosperity of the South, this plan will appeal as one which will place his goods before the people quickly and create a demand along the lines of least resistance.

The standing of Jacobs & Company, being of such a high character and having the moral backing of forty-seven leading religious weeklies in the South, has great prestige with the prominent dealers in that section of the country, and they are therefore in a position to recommend the stocking of goods of a meritorious character. Jacobs & Company are getting together a list of co-operating druggists, co-operating grocers and co-operating general stores, which upon their recommendation will stock the goods advertised in the Religious Press. It is the idea of Jacobs & Company to encourage these dealers to stock lightly at first the goods advertised and recommended by the Religious Press Syndicate; then to increase their stock as demand may require.

The Religious Press Advertising Syndicate controls the advertising departments of forty-seven leading papers with a weekly circulation of over 450,000 copies. They will guarantee as a minimum that 450 new dealers will stock with the goods advertised by Jacobs & Company under their plan of co-operative distribution and sales promotion. Jacobs & Company do not intend to limit their activities to carrying out their minimum guarantees of the many dealers stocking

the goods. Their idea is to endeavor through their own traveling representatives to stock the leading houses in every town or country place.

It is the purpose of Jacobs & Company to promote the sales of a limited number of accounts. They do not care to handle more than six or eight, all appealing practically to one or two classes of dealers, so as to make it consistent for the traveling man to carry a full line that will interest the grocer and druggist. The manufacturer is expected to furnish Jacobs & Company at his own cost with printed matter showing a schedule of the advertising to be run during the life of the contract. This, with a letter of endorsement from Jacobs & Company to the leading dealers in every town and country place, will be mailed in advance of the starting of the advertising, so that every dealer in the entire territory will be thoroughly familiar with the nature, quality and price of the goods promoted. This circularization is to be followed by personal efforts on the part of trained traveling salesmen employed by Jacobs & Company, who will display the goods, explain their merits and contract with the dealer to co-operate with Jacobs & Company in stocking the goods lightly and replenishing the supply as the demand increases.

These drummers will be especially instructed to properly educate the retailers, who have been communicated with by mail, showing them the advantages of carrying a stock of heavily advertised goods. These drummers will carry with them proof-sheets of the advertising of each account which we undertake to introduce. They will take orders supplemental to the orders we secure by mail, but their prime proposition will be to develop this list of co-operative retailers upon whom we can depend to stock with goods upon our advice that the goods will be backed up by a heavy line of advertising. The advantages to the manufacturer will be:

First—A heavy advertising campaign in the publications which have the greatest influence and the most absolute confidence of the substantial purchasing element of white people throughout the South.

Second—(A) Co-operation on the part of Jacobs & Company in distributing proofs of the manufacturer's advertising to every town and hamlet in the Southern states, together with a letter urging the leading retailers in each town to stock the goods lightly. (B) Follow up by our corps of promoting specialists who will make sales, and in addition educate the retailer as to the quality of the goods which he is to sell. In other words, our specialty men will talk quality altogether, and will endeavor to enthuse the retailer so that he and his clerks can enthuse the customers with the idea of using the very best goods. (C) Jacobs & Company will assist the manufacturer with a minimum guarantee of at least one new customer for every 1,000 circulation used in the Religious Press Syndicate list. The manufacturer must readily see the logic of the proposition, because it is a **RATIONAL BUSINESSLIKE TREATMENT OF DISTRIBUTION IN THE SOUTHERN TERRITORY FOR ANY LINE OF HIGH-CLASS GOODS SALABLE IN THE SOUTH** and not already thoroughly distributed.

Jacobs & Company offer this co-operative plan of distribu

tion and sales promotion only to the strongest manufacturers who make the best goods and who are able to aggressively advertise them, and to follow up the advertising as long as is required to thoroughly establish the goods on a profitable sales basis, thus making such goods a ready seller for the retailer.

The requirements necessary to secure the co-operation of Jacobs & Company under this plan are that the advertiser shall contract for 500 inches of space to be used within one year in each publication of the Religious Press Syndicate list, contract not to be subject to cancellation, advertising payable monthly as developed and to be charged at the rate of 10 cents per inch per thousand circulation. The advertiser to be charged extra at actual cost for all drawings, pattern cuts and electros, Jacobs & Company agreeing to furnish copy matter acceptable to the advertiser as part of their contract.

The estimated cost of a campaign as roughly outlined herein covers forty-seven papers, with a circulation of 450,000 (involving a minimum guarantee of not less than 450 new customers), at a total amount of \$22,000. This estimate is given at the rate per inch per thousand circulation of 10 cents, based on forty-seven papers with a circulation of 450,000. Should any of the papers withdraw from the list during the life of the contract, or should any be added, the advertiser will be credited for the decrease and charged pro rata for the increase in circulation not to exceed 20% of the face of the contract. This, however, can be arranged by special agreement between Jacobs & Company and the advertiser.

Jacobs & Company will not limit their activity merely to guarantee, but will use every method within their power to get as many dealers to stock the goods lightly as is possible and will use every means at their command in covering the field thoroughly with circular matter AND WITH SALES-MEN to give the advertiser absolutely the best service in distributing and promoting the sale of his goods.

The Jacobs & Company's Co-operative Plan does not interfere in any way whatever with the work already done in the South by any manufacturer whose goods are partially distributed and who is traveling his salesmen through that territory. Jacobs & Company guarantee NEW DEALERS TO THE MINIMUM OF 450, and by their plan to reinforce the work already done by the manufacturer and his salesmen when they send out their letters of instruction to the dealers in every town and country place. These letters carry the personal guarantee of Jacobs & Company that all goods advertised by them in their publications carry their endorsement to the consumer—that all such goods are absolutely of the highest and best quality. With this reinforcement and practical, splendid co-operation, the manufacturer's efforts will be increased a hundredfold or more and will be the means of thoroughly establishing the goods from Maryland to Texas and from Georgia to Missouri in the leading stores of every locality.

If this plan interests you and you wish to discuss it in detail, address the Home Office of Jacobs & Company, Clinton, S. C., and one of their representatives from the nearest office will call on you.

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As Others See It

By Printers' Ink Readers

TWO VIEWS OF SWIPING.

PITTSBURG, June 24, 1909.

Editor of Printers' Ink:

On page 4 of your paper for this week adaptability is spoken of rather highly. Now it seems to me there is too much complaint about "swiping." On the surface of things, judging from what details the Cluett people give in their letter, page 31, I can't see anything particularly "bold" or "bad" about the swipe. Is there anything particularly clever or original about the man smoking the pipe? To steal an illustration like accompanied "Coming Events Cast their Shadows" of the Winchester people, could not be defended at all, but even this ad may embody *principles* which could be used effectively in other ads. To see the principles and adapt them would be cleverness, but if the man who made the ad knew what you learned from it, he might be tempted to say you stole his ideas. The point is very few people are original, if any, and the man who would not use the telephone or any other modern advantage because it was not original with him is an aimless worker, and fails to make use of the flying start. The man who used the pen picture of the Cluett ad did it for the sake of economy probably. He probably is not a manufacturer of shirts, etc.

JNO. A. RHINE.

The above letter was sent to Earnest Elmo Calkins with a request for his side of the question. Here is his reply:

NEW YORK, June 30, 1909.

Editor of Printers' Ink:

Of course, your correspondent is absolutely wrong. It is not a question of the originality of a man smoking a pipe. It is a question of stealing a particular design. It is absurd to think that there is no harm done when a house pays five hundred or a thousand dollars to a good artist to draw a design to have another appropriate that particular picture. It is not the fact that the man is smoking a pipe. It is the pose and the actual drawing itself that is taken.

How absurd it would be to copyright reproductions of paintings, like the Copley prints, and other things, if a man could say that there was nothing original about the subject; therefore he had the right to take it.

Take, for instance, Munkacsy's Christ before Pilate, for which Wanamaker paid two hundred thousand dollars. This subject is not a new one. A great many people have painted it. Suppose someone copied it exactly and claimed there was nothing original about showing a picture of Christ before Pilate, wouldn't that be absurd?

Your correspondent reasons very badly when he says a man might just

as well refuse to use the telephone because he did not invent it. You should bear in mind that a man doesn't use a telephone except that he pays for it in one way or another, or someone else pays for it for him. In other words, the inventor of the telephone is paid for his invention. If this man, however, should reproduce the Bell Telephone, he would soon find himself in jail.

Unfortunately, the law, which is very considerate to the man who invents the telephone, doesn't consider at all the man who invents an advertising design, so that houses like the one mentioned in Mr. Connolly's letter in *Printers' Ink* can appropriate it with impunity.

EARNEST ELMO CALKINS.

ON CIRCULATION FIGHTS.

MERRELL-SOULE CO.,

SYRACUSE, N. Y., July 1, 1909.

Who cares about circulation?

Answer: The Publisher and the Advertiser. That's all!

Does the newspaper-reading Public care? *Not one bit!*

Every time a newspaper circulation fight is on, and more or less valuable news space is used to tell "how many we have" and "how few they have," the public—the reading public—is imposed upon and gets very tired of the threats, claims and abuse set before them in *its own* paper, the paper it has paid for.

What difference does it make to Mr. Bill Squires, known as number 14,263 of the *Bazoo*'s 18,000 guaranteed circulation, what claims are made against the *Bazoo* by the *Gabber*? Not any! and most of the other 17,999 "Bazooites" are more interested in the Tiger-Sox game; in how good that show was; or how many hits Wagner got off Mathewson; or what "she wore" at that whilst party; or for some particular "piece in the paper"; or—well, they all read the papers for what they want to know about most;—and few—very few—care about the circulation of either the *Gabber* or the *Bazoo*.

The newspaper reader has his favorite paper, and it may be the one with the smaller circulation. The paper pleases him, though.

Pity the poor reader then, whose favorite paper is loaded with leaded stuff; boastful; offering to "prove ours"; daring the *Gabber* to come out from under cover; and finally, in 24 point heavy face, offering \$1,000.00 (those last two ciphers make it look bigger) to "any local charity, if it can prove, etc., etc."

The advertiser may naturally care about the *actual* circulation standings of the two papers, and he can always get the *real figures*, when he needs them.

(Continued on page 104)

In working for export trade, "Be sure you had a satisfactory experience, profit by

Experience Means Much to the Worker for the Export Trade,

and those who have worked feverishly and at expense along lines that have proved unsatisfactory should study the cause of their failure, and prepare themselves to profit by the experience of those who have selected at the outset the proper medium for their advertisement, and have seen their export business grow steadily and strongly, year after year, until it had come to be a most valuable adjunct to their home trade.

That a given amount spent in export advertising brings many times greater returns than an equal amount spent in domestic advertising has been time and time again demonstrated to such manufacturers as have not made the mistake of *selecting the wrong medium*.

Shrewd American Manufacturers

when advertising for *home* trade select the best mediums at the start and use what may be left of their appropriation for the less important journals. This undoubtedly shows wisdom on their part; but they should exercise that same wisdom in selecting their medium for *export* work and not begin their "publicity" with the less important journals because they look good, are cheap and boast of phenomenal circulation.

The journal that can do any advertiser the best service when seeking to make his name and line widely known throughout foreign countries is the one that has been long established, has gained the confidence of the foreign buyer, through many years of conservative and intelligent work, that only takes the best class of advertisers, and devotes its entire energy, skill and experience to placing before its readers in their own language what the advertiser has to offer in such an attractive and convincing form that he is made to feel a desire for the article advertised and will open correspondence with a view to purchasing.

Which is the medium that will bring you business when all other means have actually failed or been partially successful?

An honest and thorough inquiry of "those who know," followed up by careful investigation, will point to "El Comercio," now in its 35th year, as the one journal through which the advertiser can make his strongest and most successful effort.

"El Comercio" has 125 per cent more interesting and instructive reading matter (not dead material or write-ups) than the best of its export contemporaries, and this interesting reading matter is so distributed through its pages that the reader is coaxed and carried along by his interest from front to back cover and must read the "ads" that border upon it. The value of being "next to reading matter" is appreciated by every intelligent advertiser and that is where "El Comercio" places them.

J. Shepherd Clark Co.

Published

"If you want, then go ahead" and win. If you have not
it by experience of others who have been successful

"ads" are buried in a mass of rules and type, but all show up clear, clean and convincing—the reading matter holding their interest and the "ads" showing them what they need and where to get it. The reader cannot tear off the advertising pages of "El Comercio" without destroying the reading matter, but must file all together, and they do file it on account of its interesting reading matter, advertisements, valuable Market Review and Prices Current.

"El Comercio" is not a picture book for women, children and idlers. It does not sacrifice "meat" and worth to typographical display. It knows many Latin people among whom it circulates and gives them just what they want, what they will read and keep—nothing more—nothing less.

For a few of the many reasons why "El Comercio" takes the lead, read closely the following

Eight "Reasons Why" "El Comercio" Has No Equal

First.—"EL COMERCIO" over 34 years old is, by many years, the oldest Spanish Newspaper export journal published in the United States.

Second.—**ITS CIRCULATION** is not approached by that of any other export publication—it is entirely among those who have the means of inclination to purchase—in the following

SOUTH AMERICA
Argentina, Republic, Brazil, Bolivia, Columbia, Ecuador, Paraguay, Uruguay, Panama, Venezuela,

MISCELLANEOUS
Mexico, Philippine Islands, Spain, Portugal, Canary Islands, Spanish Colonies in Africa.

WEST INDIES
Bolivia, Curacao, Puerto Rico, Jamaica, San Domingo, Hayti, St. Thomas, Barbados.

CENTRAL AMERICA
Costa Rica, Guatemala, Honduras, Nicaragua, Salvador.

Third.—During its over 34 years' existence, "EL COMERCIO" has gained and held the confidence and esteem of the people of the countries mentioned, and this confidence and faith in its reliability gives its advertising columns the greatest value to the American manufacturer or dealer, wishing to market his goods abroad.

Fourth.—Its interesting and instructive reading matter, its comprehensive prices current and market reports, render it no valuable to its foreign readers that it is not destroyed after reading, but carefully filed for reference and its pages regularly consulted by those desiring to purchase.

Sample copy, advertising rates and circular containing several hundred testimonials from manufacturers and dealers who have been using the columns of "EL COMERCIO" for from 3 to 34 years will be sent free on application.

Fifth.—When the foreign merchant, importer or large consumer desires to purchase machinery or merchandise of any kind, he turns to his copy of "EL COMERCIO" to find the article he wants and the name of its maker; then writes for catalogues and prices, upon receipt of which he selects what he requires and either orders direct of the manufacturer (sending funds with order) or instructs his commission merchant here to place the order for him specifying what goods he shall order, and of whom he shall order them. (The commission merchants here have no option in the matter, but must fill orders just as their foreign correspondents instruct them.) The commission merchant pays prompt cash, so there is no risk, in any event, to advertisers in "EL COMERCIO."

Sixth.—When once a manufacturer or merchant has placed an advertisement, of fair proportions, in "EL COMERCIO," we give him the full benefit of our systematic service, making his interests our own, and labor hard and conscientiously to bring back to him, in the shape of orders and valuable foreign business connections, many times the cost of his advertisement.

Seventh.—"EL COMERCIO" not only introduces and makes sales for those of its advertisers just beginning to cater to foreign trade, but the old and established manufacturers and houses who have enjoyed export trade for years have found that an advertisement in "EL COMERCIO" has greatly increased that trade—its farreaching and extensive circulation bringing them business from many sections they had not before been able to successfully reach by any means whatever.

Eighth.—Even though you may already have considerable Export Business, either direct or through Commission Houses, "EL COMERCIO" can largely increase it.

"EL COMERCIO" 126 Liberty St., New York

Maine's largest daily circulation!

The net paid circulation of the **EXPRESS** is equal to that of ALL (three) other **PORT-LAND** dailies combined.

Circulation examined by Asso. Am. Advertisers.

A Roll of Honor paper.

The **EXPRESS** carries most classified advertising, most local advertising, most foreign advertising.

Evening Express Portland, Maine

N. B.—Our Sunday edition—The **SUNDAY TELEGRAM**—has largest circulation of any Maine Sunday paper.

Julius Mathews, Representative.

In Memphis **THE NEWS SCIMITAR** has Turned the Tide from Morning to Afternoon

4 BIG RECORDS Broken in 3 Months

No Special Editions Just Regular Business

Exhibit A—Three Months

Local Advertising April, May and	Lines
June, 1908	890,638

Local Advertising April, May and	
June, 1909	1,010,478

Gain over same period last year	119,840
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Exhibit B—One Month

Local Advertising, June, 1908	285,294
" 1909	336,924

Gain over same month last year	51,630
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Exhibit C—One Week

Seven days ending July 4, 1908	76,440
" " " 3, 1909	111,384

Gain over same period last year	34,944
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Exhibit D—One Day

On Thursday, July 1st, **THE NEWS SCIMITAR** printed more local advertising than was ever carried by any Memphis newspaper on a week-day, publishing **26,712 Lines**.

The best previous record was made by **THE NEWS SCIMITAR**, April 8, 1909, with **23,304 lines** of local advertising.

The Local Advertiser Knows

New York Representative, Paul Block, 290 Fifth Avenue. Chicago Representative, Paul Block, Hartford Building.

(Continued from page 101)
But he, too, reads his *Gabber* for news, and no one ever accused a circulation scrap of being news.

Who cares about a Circulation War? The Publisher? Sure. The Advertiser? Mildly. The Public? Not a bit.

WALTER B. CHERRY,

KEEPS ADVERTISERS TRUTHFUL

PHILADELPHIA, July 1, 1909.
Editor of PRINTERS' INK:

Referring to the editorial comment on the address by L. H. Clement before the National Association of piano dealers in your issue of June 23rd, in which he advises publications to create the new position of "advertising editor," permit me to state that this position is not a new one, as I have been advertising editor of the *Grocery World and General Merchant* for some time. Besides taking care that advertisers in it do not handle the truth carelessly in making their claims to dealers, I attend to something else which I consider to be one of the duties of the position, which is to see that advertisements are properly displayed, avoid conflicting position for ads of a similar nature and uphold the news feature of advertising by requiring regular change of copy.

W. CALVER MOORE.

"PERSONAL APPEAL" ADVERTISING.

A. W. STEPHENS M'F'G Co.
WALTHAM, MASS., July 3, 1909.
Editor of PRINTERS' INK:

We have yours of the 1st advising us that our subscription to **PRINTERS' INK** expires with the current issue, and take pleasure in acting on your suggestion of sending you a check for \$5.00 for paid in advance three years' subscription.

We have certainly noticed the considerable improvement in the editorial character of **PRINTERS' INK**; indeed, it has been so conspicuous that we should be lacking in observation had we not noticed this improvement, and as the writer has been familiar with the Little Schoolmaster for the last fourteen or fifteen years, his opinion is worth at least as much as this would imply, and will say we have extracted from it during that time many coinable ideas.

Being in the business of manufacturing personal appeal advertising novelties, we should naturally like to have had you say a little more along these lines, for we believe you will agree with us that the personal appeal in advertising is making pretty rapid headway with those who have to do with the buying of publicity. Apropos of this personal advertising, we take pleasure in sending you under separate cover a few samples of our latest, the "Nip-It Strawberry Huller." If you will be so kind as to distribute these around to your friends, and the "folks at home," you will hear comments in relation thereto that will justify our statement that the personal appeal in advertising is to be reckoned as a very strong factor in the general plan of publicity.

A. W. STEPHENS.

No Advertiser Signs a Contract When He Deals With Us

The usual advertising agent before he shows results—wants a one- to three-year contract.

Then you must cling to that agent—whatever the outcome—for the full term agreed.

It is buying a "pig in the poke." It is also a poor way to place men on their mettle.

We have abandoned contracts.

Our business is solicited on one basis only—on the claim to outsell any other concern in the field.

We expect to be compelled to make good.

That is why we pay our Copy Chief \$1,000 per week. That is why we work in Advisory Boards, each session of which costs us \$1 per minute.

We combine our ability—mass our experience—to invariably fulfill our claim.

Then we abide by results.

Advertisers may come to us without any commitment. They may start in a small way, and expand when results are apparent.

They may quit us the moment another concern shows the power to sell more than we.

Thus we are held to the mark. We cannot relax, for our accounts are ours only so long as no better man shows up.

That is the only right way to place advertising, so that is the way we accept.

We deal with our men on a similar basis.

Our Copy Staff is made up of the ablest men we know. Each can earn more here than anywhere else, so long as he holds his own.

But, when any man lets another outsell him, the other has his place.

For advertising is war, and expensive war. The stakes are tremendous. There is no room for incompetents.

Men or agencies must rise or fall by their victories or their defeats.

So, we make no contracts with our brilliant men, and we ask none from any client.

There is a way to know if your advertising brings the utmost results that are possible.

There is a way to prove—easily and quickly—if we can sell more than others.

The proof can be given without any commitment on your part. It will be such that no man can dispute it.

The result may be worth thousands of dollars to you. We have made it worth millions to some.

If you are interested, ask us to state the way.

LORD & THOMAS
Newspaper, Magazine and Outdoor
ADVERTISING

Second National Bank Building
Fifth Ave. and Twenty-eighth St., New York
Trude Bldg., 67 Wabash Ave., Chicago

Address either office.
They are equally equipped.

THE MORGEN-JOURNAL

has the largest German Daily and Sunday circulation not only in New York, but in the United States.

**Over 70,000 Daily, and
90,000 Sunday Subscribers**

The most modern American newspaper printed in the
GERMAN LANGUAGE.

The ONLY German American newspaper with COLOR-WORK of the most exquisite kind.

**SPECIAL WIRE connections with
ALL PARTS OF THE WORLD**

The most complete news service by special correspondents throughout the United States and foreign countries.

The *Equal* of any metropolitan, and

The *Superior* of many metropolitan English newspapers.

The *favorite* publication of *local* advertisers, and
most *national* advertisers.

Give the *MORGEN-JOURNAL* a trial, and it will pay you to do so; if not, we do not want your advertising.

For any additional information, address

MORGEN JOURNAL

JOHN SCHROERS

President and General Manager

18 Spruce Street

NEW YORK

ADVERTISING A RAILROAD DESPITE DIFFICULTIES.

HAD NO APPROPRIATION, BUT THE NEW GENERAL PASSENGER AGENT PROCEEDED TO DO THE BEST HE COULD—TOOK SOME TIME TO CONVINCE DIRECTORS THAT IT PAYS TO ADVERTISE.

By *F. E. Dayton.*

The New York, New Haven & Hartford Railroad Company might be said to have grown to its great estate, not because of its advertising, but because of the great number of small towns which it served, and the number and importance of the cities it reached, making for it the record of short distance passengers hauled. A whole train empties itself in a town, and the vacant places are filled again by new comers.

The early advertising of the road consisted in exchanging press mileages for spaces in which to print the local time-tables of arrivals and departures of trains. A press agent was maintained for many years, his value being his ability to prevent the publication of unfavorable matter damaging or believed to be damaging to the best interests of the road. The Capitol of the State of Connecticut is an imposing marble building in Hartford, but it was formerly a Connecticut joke that the real capital of the state was the great yellow brick executive offices of the New Haven Road in New Haven. The belief was general that the road owned the legislature, the newspapers, and had every lawyer of any prominence in the state under retainer. Real advertising it never did, unless the few half-sheet posters of excursions to be run were so considered.

When President C. S. Mellen came to the road, things changed. Mr. Mellen early announced that the road would have no interest in politics, the maintenance of a lobby in the legislature, and that it would ask for what it was reasonably entitled to have. The Interstate Commerce Commission rulings abolished the newspaper

press mileage, and the attitude of the papers has been friendly to the road without the free transportation.

Then Mr. Mellen brought to the road as general passenger agent F. B. Smith. Mr. Smith had ideas of advertising, and no money to put any of them into effect. The idea of suggesting money for such expenditure hadn't been put up to the directors. Mr. Mellen knew of advertising values, but he hadn't had his way in this respect. The problem that confronted Mr. Smith was how to advertise the road without paying for it. The free transportation scheme was tabooed and the directors hadn't made any appropriation. It was like asking a man to chop a tree down and then failing to provide him with an axe.

But Mr. Smith had stenographers and stationery. He could bury the stamp item, and he began to write letters. He wrote to his friends in Minneapolis and St. Paul, and he wrote to other persons, and they replied for additional information of Connecticut, Rhode Island and Massachusetts summer resorts, and business resulted. The literature, a hotel and boarding house guide, was improved, and some pamphlets issued for the Sound steamboat lines. Gradually a policy was built up, and step by step, Mr. Smith's ideas found expression. The "L" and subway boards in New York were used, one sheets with well-set type copy.

The results began to show, and New England was presented to thousands of people who hadn't considered it before. Results count, and Mr. Smith got his appropriation, not a large one, not nearly large enough for the big scheme required, but enough to show the possibilities in splendid shape. Mr. Smith believed that his limited appropriation had best be spent in one locality thoroughly, with a suggestion of other resorts. The heavy effort was this spring put into Cape Cod.

Cape Cod was selected for the reason that it is a very quaint country, as different from the city and town life of this country as

a trip to Europe. It was distinctive. The people were hospitable and interesting. Also Cape Cod was about the longest haul the road has, and the railroad advertising dovetailed into the steamboat advertising, which steamboat lines the road owns, and Cape Cod is equally accessible by land or water.

Some very attractive booklets were put up, valuable not alone for their interest in the country described, but authoritative books of record of historical significance. The distinguished position of the authors made for a splendid reception of these books, which were better printed and in much better typographic taste than the usual run of railroad publications.

The billboards have been continued because they pulled, and pulled strong. The New Haven Road went into the newspapers, not with time-tables, but with terse, interesting facts about the charm and quaintness of Cape Cod. The copy used, mostly 50 lines single column, had the benefit of top-of-column-reading surrounded position, and it has pulled. No big space with illustration has been used in any amount, but the success has been remarkable.

The city ticket office, down in lower Broadway, has been thronged with vacation seekers with money in their lists for transportation, standing in line like patrons of a popular star in a new theatrical opening. Travel on the road has been, and is reported "heavy." The Cape Cod campaign has been one of the real advertising successes of the year. Another season Mr. Smith will have a larger appropriation, and the copy will include other places, the Berkshire Hills, the Sound resorts, etc.

◆◆◆
D. C. McCaleb, a newspaper man who has worked with the Galveston *Tribune*, Fort Worth *Record*, *Star* and *Star-Telegram*, has acquired control of the San Angelo *Press-News*. A new perfecting press is being installed and the morning Associated Press franchise has been secured.

Ernest L. Heitkamp, an old New York *Evening World* and New York *American* man, has been made American manager and editor of the Wiener Agency, Ltd., of London, England.

EDITORS' CONVENTION.

The National Editorial Association will hold its convention at Seattle, July 19th to 25th. The country weekly will receive particular attention, and a large number of delegates are expected.

Some of the addresses will be as follows:

Henry J. Allen, Wichita (Kan.) *Beacon*, "Individuality in Newspaper Work"; Lon F. Chapin, Pasadena (Cal.) *News*, "Telegraph Service for Small Dailies"; and G. W. Ridgeway, Kirkville (Mo.) *Express*, "Gathering News on Country Dailies." Miss Caroline A. Huling, *Bookseller*, Chicago, will deliver an address on "Editing the Small Country Weekly." Others to be heard will be Frank D. Throop, Muscatine (Ia.) *Journal*, "The Newspaper as a Factor in Town Promotion"; Professor Merle Thorp, University of Washington, "University Training for Journalists"; Leon Westmoreland, Greenwood (Ark.) *Democrat*, "The Relation of the Country Paper to the Metropolitan Daily," and T. A. McNeal, Topeka *Capital*, "Journalists and Common Newspaper Men." Miss Goldie Perry, Winchester (Ky.) *Sun-Sentinel*, on "Starting a Daily Paper in a Small Town"; R. P. Habgood, Bradford (Pa.) *Star*, "Handling Circulation of a Daily Paper"; Edwin C. Funk, Rogers (Ark.) *Democrat*, "Handling Circulation of a Weekly Paper"; and Carl Roe, Walla Walla (Wash.) *Union-Statesman*, "Developing Advertising Business on a Small City Daily."

Speakers at the closing session will be H. G. Taylor, Central City (Neb.) *Nonpareil*, "Stopping the Leaks"; W. L. Tobe, Hamilton (O.) *Republican*, "Foreign Advertising"; Omar D. Gray, Sturgeon (Mo.) *Leader*, "Profitable Side Lines for Newspaper People"; and Will G. Steel, Portland (Ore.) *Steel Points*, "Profitable Recreation for Newspaper Workers."

◆◆◆
A. A. Briggs, for some time advertising manager of the McClary Manufacturing Company, London, Canada, has resigned that position to become associated with the J. J. Gibbons advertising agency, Montreal.

THE GREATEST SINGLE FORCE IN THE U. S. FOR IMPROVING AGRICULTURAL CONDITIONS

No agricultural list complete without this paper. Samples and full information on request
Published Twice a Month
70,000—Rate 5c a Line
UP-TO-DATE FARMING
12th Year INDIANAPOLIS

MANY PEOPLE THINK

The Only Way to cover a fixed territory is by using daily papers. Distribution is not dependent on frequency of issue. Rural routes make modern dailies largely general in circulation. Yesterday's daily, today or tomorrow—covers the pantry shelf or the scrap basket. The library table of the best people of Chicago and nearby states is covered with

THE SATURDAY TIMES
80 LaSalle St. Chicago

**TALK
THROUGH
THE
MODERN
PRISCILLA**



Suppose **Some Big Telephone Company** offered you an opportunity to talk into a transmitter connected with wires leading direct into 233,989 homes, scattered from ocean to ocean; and guaranteed that the receiver of each instrument was being held to the ear of a woman.

Would you have anything to say?

If you could carefully prepare your remarks beforehand, would you not consider it worth quite a sum a minute to be able to talk into that transmitter?

The simile pictured above is a good one.

Our "transmitter" is ***The Modern Priscilla***.

For twenty years there has been no magazine more closely identified with things dear to women. We guarantee that 233,989 women are waiting, often impatiently, for this publication from month to month. **Each has paid for it a year in advance.**

You can talk to these women for the small sum of \$1.00 a line.

They are good listeners, and whether you want them to buy direct from you or to buy your goods through the dealer, you will find them most satisfactorily responsive.

Don't take our word for this. Ask any first-class Advertising Agent, or any one of the hundreds of advertisers who are using **THE MODERN PRISCILLA**. Or, write to us for the most exhaustive information about a magazine subscription list ever compiled by a publisher.

Advertising forms for **THE MODERN PRISCILLA** close on the 20th of the second month preceding date of issue.

THE MODERN PRISCILLA

A. J. CROCKETT, Manager of Advertising

85-87 BROAD STREET, BOSTON, MASS.

Chicago Office: 112 Dearborn Street
W. T. Diehl, Manager

New York Office: 150 Nassau Street
F. M. Krugler, Manager

Fundamentally right editorially!

This is the secret of the phenomenal success of

**The
MINNEAPOLIS
DAILY NEWS**

The Daily News is independent of any interest, except the interests of the people.

Its circulation is growing steadily, in keeping with the education of the public to read honest, fearless and independent newspapers.

The figures which follow show the circulation and advertising gains in June, 1909, as compared with June, 1908:

CIRCULATION

(Daily Average)

June, 1909	-	-	-	-	36,227
June, 1908	-	-	-	-	32,095
Increase	-	-	-	-	4,132 or 13%

ADVERTISING

(In Columns)

June, 1909	-	-	-	-	1,056
June, 1908	-	-	-	-	785
Increase	-	-	-	-	271 or 34½%

The newspaper situation in Minneapolis shows the value of having an unbiased editor, uncontrolled and untrammelled, in absolute charge of the policy of the paper.

The Daily News is the only newspaper in Minneapolis which makes a detailed circulation statement month by month. These figures are furnished to advertisers upon application.

Chicago Representative
C. D. BERTOLET
112 Dearborn St.

New York Representative
JAS. F. ANTISDEL
366 Fifth Avenue

HOW FAR SHOULD COPY BE PROFESSIONAL?

COMMENT CALLED FORTH BY A RECENT "PRINTERS' INK" EDITORIAL—TRAINING AND GENUINE EXPERIENCE NEEDED ON THE PART OF AD-WRITERS IN ORDER TO PRODUCE THE MOST EFFECTIVE COPY FOR ANY LINE OF BUSINESS.

By Richard A. Foley.

During late years so much stress has been laid upon the importance of merchandising in connection with advertising—the exploitation of "trade-aids" and "follow-ups" has been so considerable—that "copy" has become almost a secondary consideration.

Men like the elder John Powers and Manly M. Gillam made a country-wide reputation for expertness in advertising, simply on the strength and virility of their copy. It had a literary excellence quite conspicuous by its absence from many magazines and newspaper advertising pages to-day. Some advertising men affect to despise this literary quality as a thing entirely foreign to advertising, and give first place to co-operative work with "the dealer."

"HUMAN" PRINCIPLES.

Two fundamental "human" principles are overlooked by these men as a rule:

First, the dealer is quite as likely as not to grow tired of all this "co-operation" and solicitation for "new business." My experience with many large retail advertisers satisfies me that fully 90 per cent of the matter sent out by manufacturers (whether agency-made or home-made) goes straight into the waste basket or "under the counter"—a debris pile that is cleared out about once every six months.

Second, as to copy, "literary quality" does not necessarily imply wordiness, profundity or lack of general appeal. *True* literary skill consists in the conveyance of a clear, sharp impression, to the greatest number of readers, in simple, yet original phraseology. The most powerful writers the world ever knew were read by the

masses—not the vulgarians and melodramatists, such as Elinor Glyn and Laura Jean Libbey, but molders of thought, like Charles Dickens, Robert Louis Stevenson, George Eliot.

The world's greatest writer of short stories, Guy de Maupassant, employed the simplest language, rarely using a word that was not of the common vocabulary. Yet he succeeded in conveying to the reader impressions so vivid as to sway the emotions which way he willed. This is true literary skill. In a more matter-of-fact form it might be employed in commercial writing—and to this extent advertising should be "professional."

NOTABLE EXAMPLES.

De Maupassant did not write to have the reader say "What a great writer!" but, for example, to excite his sympathy and pity for the vagabond who came to his death through the simple matter of picking up a piece of string.

Dickens presents not Dickens, but the picture of an oily rogue when in five lines he limns for us the personality of Uriah Heap.

And does the reader think praise of Hugo or keen sorrow for Jean Valjean as he avidly follows the tenor of "Les Miserables"?

PRINTERS' INK's editorial on "Too Much Professionalism" (issue of June 30th) crystallizes many impressions and experiences of the writer.

It may be set down as an inviolable truth that that advertising copy is wrong which expresses a strong personality crudely—and certain advertisers, if left to their own devices, without the interpolation of some advertising man's sound judgment, would render themselves ridiculous. Again, it is a well-recognized fact that constant immersion in the details of his own business frequently robs a man of the ability to view it in the proper perspective.

The sincere, earnest man, who, let us say, makes a certain line of wearables just as well as can be—as well as he knows how—is so sure of his position that he takes it for granted the whole world knows—or, at least, *should* know,

and *believe*—as soon as he tells it. To such a man positive statements come naturally.

There is only one word that will express the quality and standard of his product, and that is "best."

The tiresome repetition of this word in American advertising is due, I believe, more to the honest belief of advertisers that they are producing 100 per cent qualities than to boastfulness or the desire to misrepresent for financial gain.

AD-MEN'S VALUE.

The advertising man, viewing the situation from the standpoint of the public and understanding the public's ways—knowing the evasions and the iterations of competition—and sympathizing with the aims and ambitions of the manufacturer, is in a far better position to present the latter's story to the world than he himself.

If the advertising writer keeps, therefore, his own function clearly in mind and does not allow his point of view to become clouded by self-consciousness—thus falling into the same difficulty as the advertiser—there will be no danger of over-professionalism.

But if he subordinates to the exploitation of his own mechanical or verbal cleverness the real purpose of the purchase of space, viz., to convey the effect of a personality to the reader, or create a desire for an article, or sympathy with a proposition, then the space ceases to be entirely a vehicle for the presentation of the advertiser's news or propaganda, and becomes in part a mere bulletin board whereon to display samples of clever layouts or phraseology.

PUBLIC IS WISE.

The public has become educated to advertising "tricks" and "stunts," and these have lost three-quarters of their efficiency as "bait" to catch and hold the reader.

Where a "layout" can be employed to emphasize some exclusive feature of an article, or convey at a glance the character of an enterprise, it probably may be employed. But such a test applied to many advertisements will reveal an insincerity of purpose.

Smartness of phrasing is another fault very common. The men's clothing advertisements throughout the entire country fairly reek with a cant that is becoming actually obnoxious to thinking men. This is only one illustration—the daily newspapers and magazines will furnish others.

Professionalism in "inverse ratio" this might be termed.

Two things are responsible for this condition:

Primarily, the manufacturer, or merchant, is at fault. Our common failing in America is overconfidence, to put it mildly. Many advertisers exert less effort in advancing their standard of manufacturing or merchandising than in seeking new adjectives or figures of speech to typify its already unreasonable altitude.

Secondarily, the immense development of advertising as a business profession has necessitated great drafts among the uninitiated to fill the ranks and often to supply the officers.

EFFICIENCY.

History relates that in all our wars the value and efficiency of 100 regular soldiers was more than equal to the unorganized, green efforts of a thousand raw troops, levied in the rush of necessity.

There are hundreds of men and young men in America to-day—so-called "advertising managers," "graduates" of "ad-schools," writers for agencies—who are absolutely unfit to have in their trust any of the important interests of advertising.

Yet many such, in spite of a total lack of the sort of literary ability to which I have referred—in spite of a lamentable "rawness"—notwithstanding the impossibility of their knowing anything of "human nature," professionally termed "psychology"—are producing advertising copy and plans upon the results of which depends much of the future of advertising.

Professional training and the increasing opportunities for the acquirement of genuine experience will undoubtedly do much to correct this, for, after all, advertising is only in its infancy.

FOLLOWING UP our page advertisement in Printers' Ink of June 30th, **PARIS MODES** announces its determination to guarantee and prove its circulation.

¶ Advertisers using

Paris Modes

will not pay for claims but for Actual Paid Circulation.

¶ 22,396 Paid-In-Advance new subscriptions were received during the month of June. Our September issue is 165,000.

¶ The Association of American Advertisers investigated our circulation at our earnest request. We make the same earnest request to every advertiser and advertising agent. Come and investigate. Proven circulation is security to the advertiser.

¶ Rate, 50c. a line. \$1.00 a line from October 1st, 1909. You may contract now for 1 year at the 50c. a line rate.

The Paris Modes Company
36-44 West 24th Street, New York City

"EVERY ADVERTISER MUST HAVE FAITH."

PERSONALITY AND SQUARENESS ADVERTISING ESSENTIALS, WILLIAM THOMPSON TELLS DES MOINES AD MEN—JULIUS SCHNEIDER CLASSIFIES PEOPLE.

Two strong talks, full of suggestive and valuable hints to advertising men everywhere, were given before the Ad Men's Club of Des Moines, Ia., at a dinner held recently at the Grant Club in that city. One was by William Thompson, of "Kalamazoo Direct to You" fame, and the other by Julius Schneider, advertising manager of The Fair, of Chicago.

About two hundred advertising and business men were present and the dinner was a most enthusiastic affair from start to finish. Charles Clarke, of the Iowa State Register and Farmer, was toastmaster.

Mr. Thompson, whose subject was "Mail Order Advertising," said in part: "Personality and squareness are the two necessities in successful advertising. You will find the personality of the man a great factor in advertising in this day, and that it is his personality that makes the wheels of progress revolve. Every ad must have personality, and every advertiser must have faith. Many of the failures I attribute to lack of faith.

SQUARENESS AND GOOD WILL.

"Then you must be square. I have found in my experience four kinds of square men, some just square on one side, but I want the man square on all four sides. Whenever you do anything to discredit your business, you have done it more harm than a year's advertising can overbalance.

"Advertising increases the value of any business because it secures the good will of the community. But, to obtain the good will, you have got to be honest and square. The more good will you get the more valuable your business becomes.

"I consider the good will obtained by Kalamazoo Direct to You' worth more to my business than all my property, my factory or my warehouses. It is the fellow who makes the most legitimate noise that gets the crowd, and it is the man who does the advertising that gets the business."

After telling of the growth of the Kalamazoo Stove Company, of which he is the head, Mr. Thompson declared he owed all his success to advertising because he sells stoves exclusively by mail. He appealed to the Des Moines business men to play to the farmers.

"The farmer is the most overlooked man in this country," said he. "Still, he is the best posted man on current events. He is just as anxious to have the new things of life, and the luxuries, as you, and if you have those things, he is ready to buy."

"The farmer has the money. The day has passed when you can make fun of

him. If this isn't a prosperous year, who is to blame—why, the farmer. That is a field you should look to. He keeps the great mail-order houses alive because they advertise; they appeal to him. And you have got to do the same. You make a mistake, because you don't realize his position, and by the proper kind of advertising you can bring him near and beat out the mail-order house."

Mr. Schneider talked about "The Responsive Chord in Advertising," which he described as the chord which leads to the mouth of the open purse.

"The one great fascination about advertising is the uncertainty," said he. "The best ad in the world will not continue forever to get the money unless we have the goods, and with equal emphasis I might say that the best goods in the world will not continue to get the money unless we advertise. When we have launched an ad, it does not mean its repetition will bring the same results. Conditions change, and a line of advertisement which will be a wonderful winner now may prove a direful loser tomorrow. The advertiser must live today."

FOUR CLASSES OF PEOPLE.

"The advertiser must continually study his people," asserted Mr. Schneider, who stated that he had divided people into four different classes, as follows:

"Ten per cent illiterate; 25 per cent, partially illiterate; 50 per cent, indifferent; 15 per cent, refined and cultured.

"Besides these four divisions must be considered the foreign and native born, the poor and the rich, the working men, clerks and mechanics. All groups live in different attitudes in spending money. What is a luxury for one is a necessity for another. The idea of an advertiser is to strike the responsive chord in each.

"Taking my four groups, an ad which the 15 per cent of the refined can read will be ignored by the indifferent, it will be only partially read and appreciated by the 25 per cent and the remaining 10 per cent cannot read it. Now that brings me down to the place where I want to urge the use of pictures.

WHEN TO USE PICTURES.

"Pictures are the primitive method of conveying ideas and anyone can understand a picture. Sometimes a picture will better serve the purpose than any word and every advertiser should give them every prominence. If your space is short, cut down on the reading matter. If the price is the feature, put it on the cut."

Edwin A. Nye, of Des Moines, talked briefly on "Home Industry." He advocated a law to enable the authorities to put a man in jail for a year who "knocks" his home city and seeks to dampen the ardor of the men who are boosting it.

"We are not boomers, but boosters," he declared. "Our pushing is justified by the merits behind it and I believe to-day that Des Moines is the most rapidly growing and most promising city of its size in the United States."

Here's A NEW THOUGHT

WE DO NOT DECRY SPACE ADVERTISING—we use it ourselves. It is the greatest medium known. But, like all great things, space advertising needs an auxiliary. Every manager knows this. Space is necessary to bring your wares generally before the public. Now for the *individual* side of it.

A GOOD PENCIL with your ad and trade-mark beautifully displayed *all around it*, and placed in the hands of the *very individual* you *want to reach*, will bring the following results:

First, there is the good-will of the recipient over the gratuity of a good and useful article. Then take the low average use of a pencil at 15 times a day, and the low average life at 6 weeks, and you get a persistent, pounding circulation of 630 on one person, to say nothing of the times the pencil will be seen by others on account of its beauty and attractiveness. A high-grade pencil will average about \$30.00 per M in quantities, altho we have them from \$12.00 per M up. Where else can you get a concentrated individualized circulation of 60,300 for \$30.00? No cost for distribution as a pencil will go with a letter under a two-cent stamp.

ISN'T IT WORTH INVESTIGATING?

 Welsbach Company
1891-1910 FIFTEEN YEARS

ADDRESS

E. A. BRUSK, Sales Manager

BLANCHARD BROS., Inc.
DAVENPORT, IOWA

Proof that *Now* is the Vital Time for Publishers to Reach Advertisers through Printers' Ink

Don't fail to read the fall advertising forecast in this issue.

Letters from advertisers and agents themselves prove how they are busy selecting the mediums for greatly increased advertising.

New campaigns to start in the fall, about which many publishers will know nothing until they see this issue of PRINTERS' INK, are described.

Right now more advertisers than have ever advertised before are busy selecting mediums for fall advertising, and practically every one of them has PRINTERS' INK in his pocket or on his desk when he is deciding whether or not your medium, **Mr. Publisher**, is to go on that list. It gets closer to him than any solicitor.

Not in two years has the time been so auspicious to tell the arguments of your publication in PRINTERS' INK, for the heaviest volume of advertising in two years is being placed **right now**, and PRINTERS' INK is more closely read than ever before.

Many publishers who realize this are **concentrating in PRINTERS' INK**; knowing, as all advertising men know, that PRINTERS' INK is the one medium to which all important advertising managers and executives turn unfailingly.

Start some copy at once and go after your share of business.

SALES OF "COBS" INCREASED FROM 50,000 TO 3,000,000 A WEEK.

CIGAR ADVERTISING WHICH IS MAKING GOOD—GOVERNMENT AFTER MAGNETIC SHIELD CONCERN AND OFFICERS ARE INDICTED—CREDITORS OF FRANK B. WHITE COMPANY HOLD A MEETING AND HEAR STATEMENTS BY HEAD OF CONCERN.

By Clement Yore.

The Herbert Kaufman & Handy Agency, of Chicago, has jumped into the limelight very rapidly. One of its latest moves is the rattling good copy of Cobs. If you do not know what Cobs are you certainly will before long. Cobs are cigars and are said to be very good for the money. They are done up in a rather odd and interesting manner, much after the order in which you receive hot tamales in Louisiana and Texas. They come in a package that costs 15 cents and contains nine Cobs. One buys, so the advertising says, four inches of velvety tobacco, Havana tobacco, if you please. These cigars were never before advertised and they are being sold like the proverbial hot cakes. The proof that the advertising done by Herbert Kaufman & Handy Advertising Company is right lies in the fact that the sale of Cobs has advanced from 50,000 to 3,000,000 per week. The states so far covered have been those of the Pacific Coast, Louisiana, Colorado, Florida and Georgia. Chicago has been touched very largely in all but two papers. The amount of the space consumed has varied from 15,000 to 40,000 lines.

The next territory opened will be Minnesota, Nebraska, and Iowa, which will take place next month. It is really refreshing to note this campaign, for its success is pronounced. I have seen the effects of it myself in the cars, on the street and in restaurants. A very superior class of men are smoking Cobs.

Incidentally, it is asserted that this is the first cigar campaign

of any size ever put through without the use of outdoor display. This talks very strong for the copy and also for the mediums used. The space used has been very generous and ranges from full pages down to 100 lines by three columns.

The business of the Thatcher Magnetic Shield Company has come under the eye of the Government, and the public of this part of the country is watching the outcome carefully. Just what the Government will be able to prove it is hard to say. Federal

indictments were returned on the 27th of last month against Fielding J. Thatcher, president, and Wilmer S. Snow, vice-president of the concern, on the charge of using the mails in the furtherance of a fraudulent scheme.

The Government contends that the shields which have been advertised so extensively are nothing more or less than small steel plates, or discs, which were purchased in bulk at pig iron prices and then worked out to the public at appalling rates. They were magnetized at a very small cost and then were extolled in the advertising to be the only sure cure for paralysis, locomotor ataxia, tuberculosis and practically all diseases affecting the human race.

The post-office department claims

the company has been doing a very large business—about \$100,000 a year. Thatcher and Snow are out on bonds of \$5,000, signed by Thatcher. I wonder, if this company should bring cured people to testify for the defense of this case, what the Government will have to say then; for if they were curing people by this simple means the Government will have to prove that it was the minds of the patients and not the appliances that did the trick.

A meeting of the creditors of White's Class Advertising Company was held in the company's offices on June 28th, at which Frank B. White presented the following statement of his concern's financial condition:

ASSETS.

Cash assets, June 17, a part of which have been used by the company	\$ 6,268.96
Space due company from publishers, not transferable..	52,000.00
	<hr/>
	\$58,268.96

LIABILITIES.

Notes	\$37,182.85
Accounts payable	39,661.26
Bonds	48,800.00
	<hr/>
	\$125,643.11

Mr. White said that if satisfactory arrangements could be made with the creditors he could continue the business and had \$800,000 worth of accounts in sight.

The following agreement of cancellation was then offered:

Know all men by these presents, that the undersigned creditors of White's Class Advertising Company hereby mutually covenant and agree, each with the other, for and in consideration of the signing of this agreement, or a duplicate thereof by other creditors of said White's Class Advertising Company, representing an amount in the aggregate equaling or exceeding 90 per cent of the total indebtedness of the said White's Class Advertising Company, upon open accounts, notes and bonds, in consideration of the raising of \$50,000.00 in cash (new capital) by White's Class Advertising Company, within thirty days from this date, that they and each of them have cancelled and surrendered and by this agreement do cancel and surrender the total and entire amount of their several claims and indebtedness as paid and satisfied, and they and each of them hereby covenant and agree, as a part of this contract, to surrender and cancel any and all notes, bonds and other evidences of

indebtedness which they now hold against the said White's Class Advertising Company.

In witness whereof the several parties hereto have set their respective hands and seals this 28th day of June, A. D. 1909.

The next move is to induce the creditors to sign this document. Some have already done so.

The company's business will be closed through the Mahin Advertising Company.

**TO MANUFACTURERS
OF WOMEN'S WEAR**

Many of the "Women" publications, and all of the fashion journals, including the woman's page of hundreds of the leading newspapers, devote space FREE OF CHARGE to the illustrations and descriptions of gowns worn by actresses on and off the stage.

The reason for this is plain and convincing. Actresses are the best dressed women in America. Ask the women of your household if this is not so. If you care to reach the best dressed women—the most liberal buyers of wearing apparel, use the

New York Clipper

A copy for the asking.

The Frank Queen Publishing Co., Ltd.

NEW YORK

ALBERT J. BORIE, General Manager.

**Every Month We Tell the
Story of Opportunities for
Ambitious Men and Women**

***It Is
The Advertisers'
Opportunity Also***

**THE
PROGRESS
MAGAZINE**

**75,000 Copies which
are actually circulated**

If you have an honest, meritorious proposition to advertise, we will make it pay you. If you desire to know how we do it, send sample of your advertising to

A. W. RIDEOUT
ADVERTISING MANAGER
517 RAND-MCNALLY BLDG., CHICAGO, ILL.

Special Representatives—New York: M. S. Peet, 1 Madison Avenue, Room 5010. Boston: W. J. Sholar, 101 Tremont St., Room 801. Kansas City and St. Louis: T. S. Sollers, 300 Reliance Bldg., Kansas City, Mo.

The

Indianapolis News

Circulation and advertising statements for the first six months of 1909.

CIRCULATION

January 1 to June 30 inclusive

Average daily paid circulation 1909	91,747
Average daily paid circulation 1908	<u>81,858</u>
Daily increase, net, over 1908	9,889

Distribution in Indianapolis and suburbs

City Carriers	40,744
Suburban Carriers	1,226
Newsboys	3,860
News Stands	2,462
Service	446
Mail	656
Total	49,394

This is net circulation, exclusive of all copies to advertisers, exchanges, files and office use, returns, sample copies and papers sold after day of publication.

ADVERTISING

Display	9,847.66	columns
Classified	<u>2,753.40</u>	columns
Total	12,601.06	columns

Daily average **81.29** columns

Increase over first six months of 1908 (daily average) 9.91 columns

During the first six months of 1909, the other Indianapolis daily papers, exclusive of Sunday editions (The News having no Sunday issue), printed a total of 8,458.24 columns of advertising, The News having 4,152.82 columns more than all the others combined.

In the classified (want) advertising, The News easily maintained its long continued supremacy, with a total of 162,010 of these ads, while the other papers (exclusive of Sunday issues), had but 98,030, The News having 63,980 more than all its competitors.

Eastern Representative
DAN. A. CARROLL
Tribune Building
New York City

Western Representative
W. Y. PERRY
First National Bank Bldg.
Chicago

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

President and Treasurer, J. D. HAMPTON. Secretary, J. I. ROMER. Manager, J. M. HOPKINS. OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. The address of the company is the address of the officers.

Issued simultaneously in England by S. H. Benson, Ltd., Kingsway Hall, London W. C., Editor, Thomas Russell. Subscription, English Edition, 1 year, 10s.; 6 mos., 5s. Postage, 2s. od. per year.

Combination subscription and advertising rates for both editions on application to either office.

New England Office: 2 Beacon Street, Boston. JULIUS MATTHEWS, Manager.

Chicago Office: 844 Tribune Bldg., Telephone, Central 4461. WM. S. GRATHWOHL, Manager. St. Louis Office: Third National Bank Bldg. A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. Five cents a copy.

JESSE D. HAMPTON, Editor.

J. GEORGE FREDERICK, Managing Editor

New York, July 14, 1909.

Printers' Ink's Twenty-First Anniversary For a publication to reach the age of twenty-one years means much more than appears on the surface. And the fact that PRINTERS' INK arrives at this interesting period of its life with its vigor and vitality greater than ever is certainly significant.

To appreciate just what it does mean, several things must be remembered. PRINTERS' INK, twenty-one years ago, was the only publication of its kind in existence. It started along a route never before traveled, and it was compelled to blaze its own trail as it went. It found innumerable difficulties to overcome, and it had no precedent to help it out. Nevertheless, under the guidance of its founder, George P. Rowell, it surmounted every obstacle and became firmly established as the "journal for advertisers."

The success achieved by PRINTERS' INK, of course, caused many imitators to start. But none of these was ever able to command the confidence of advertisers and

publishers which had been bestowed on PRINTERS' INK, so that very few survived the vicissitudes of early infancy.

It has been the unusual experience of PRINTERS' INK to hold the unwavering confidence of its readers at every step in its history. This has been due, unquestionably, to the sturdy independence which always was, as it is to-day, one of the most striking characteristics of PRINTERS' INK. Not one paid "reader" has ever appeared in this journal. All advertisements must appear as such, and every line which is published in the reading columns is there for the sole reason that in PRINTERS' INK's judgment it is of interest or value to its readers. No amount of money can buy an editorial expression, or even a six-point news note.

PRINTERS' INK is gratified to know that on this twenty-first anniversary it is stronger than ever before, has a larger paid circulation than ever before, and enjoys a greater advertising patronage than ever before.

The Outlook In this issue there appear articles for Fall which leave absolutely no doubt about what may be expected this fall as far as advertising is concerned. These articles do not speak in generalities and do not dilate on shadowy promises and optimisms; but they go straight to the point and give specific information of the most authoritative character.

To get this information first hand and get it accurately and fully, PRINTERS' INK has left no stone unturned. It sent one of its editors almost across the continent on a month's trip for the express purpose of talking with representative advertisers, publishers and advertising agents. Further, it addressed a series of questions to the advertising managers of leading advertisers throughout the country. That both enterprises were successful is shown by the array of first-hand facts herein set forth.

PRINTERS' INK has many times

during the past few months made known its belief that a vast increase in the volume of advertising would be seen this fall. The predictions were based on reports received from the entire field, and were intended to serve as preliminary warnings to publishers to start their campaigns for business early. Now, with the presentation of the actual facts, PRINTERS' INK proves its case beyond the shadow of a doubt.

After reading of the busy preparations going on in the West and in the East, it is impossible to conceive that anyone may still remain in doubt about fall business. PRINTERS' INK checks it up in this number for all to see and take heart. The advertiser can see what other advertisers are planning to do, and get incentive to enter the fight for trade more vigorously. The publisher should be the most interested of all, for he is told of business he as yet knows nothing of, and which may give him a hint just in time to secure him a share in the business, if it belongs to him.

Moreover, this very early news of fall campaigns shows how many advertisers are busy at this very moment planning fall campaigns and selecting mediums, and proves the wisdom of many publishers who start their arguments to advertisers for fall business in the summer issues of PRINTERS' INK.

Information Advertisers who are now engaged in making up their fall list
About
Mediums cannot do a better thing than devote a reasonable amount of time to studying the advertising pages of PRINTERS' INK.

There they will find a veritable storehouse of information regarding all kinds of mediums. And it's information that can be relied upon. Publications which do not possess qualities worth bringing to the attention of advertisers do not find it profitable to advertise in PRINTERS' INK. On the other hand, publications of real merit have plenty of actual facts to talk about. Therefore, the statements made in the advertising

pages of PRINTERS' INK may be regarded as absolutely accurate, even though the language is often somewhat enthusiastic.

As a matter of fact, the advertising pages of PRINTERS' INK are as valuable to its readers as are the text pages. The latter contain stories of campaigns and methods, while the former give complete information regarding the very mediums which are necessary to carry a campaign to a successful conclusion.

This issue of PRINTERS' INK is particularly rich in such information. Representative mediums of all classes and in all parts of the country are described, and the whole forms a reference work which is of inestimable value to every progressive advertiser in the land.

**A New Idea
in Sales
Promotion**

One of the most remarkable advertisements which has ever appeared in PRINTERS' INK is that of Jacobs & Co., of Clinton, S. C., headed "Co-operative Distribution and Sales Promotion of Household Articles in the South," printed elsewhere in this issue. It is not on account of its size (although it extends over several pages) that this advertisement is remarkable. Nor is it because of anything about it that's unusual, considered simply as an advertisement. But it is because of the information it contains.

This information is worthy of comment. Jacobs & Co. operate the Religious Press Advertising Syndicate, and control the advertising departments of forty-seven religious papers. Their proposition is to promote the sales of goods advertised in their list of papers by personally securing dealers to stock them.

This is the first time in the history of advertising, so far as PRINTERS' INK knows, that such a proposition has ever been made. Yet, as worked out and described by Jacobs & Co., the plan is perfectly feasible and one which can scarcely fail to accomplish its purpose.

The plan does not depend merely

ly on circularizing among dealers recommending that the latter put the goods in stock. This is part of the work, but by no means all. The great feature of the plan is the employment by Jacobs & Co. of trained traveling salesmen, who will visit the dealers, display the goods, explain their merits, and contract with the dealers to cooperate with Jacobs & Co. in promoting the sales. Moreover, the company guarantees to the manufacturer at least one new dealer to handle his goods for every thousand of circulation which the manufacturer uses in the syndicate list.

As the newest development in co-operation work on the parts of both the seller and buyer of advertising space, PRINTERS' INK regards this plan as the most impressive proposition which has come to its notice.

"Do Advertising Men Ever Answer Ads?" An advertiser in a recent issue of PRINTERS' INK—

A. F. Sheldon propounded this query in bold type, and then answered it in this way: "Some wise ones say 'yes,' they answer them, but—only to find out what the proposition is—with an eye to business."

PRINTERS' INK has heard this opinion expressed with considerable frequency, and, being in a position to present actual facts in refutation, it will do so for the edification of all advertisers who want to reach advertising men.

Here are two specific instances:

1. In PRINTERS' INK a short time ago were published some comments on an automobile ad., as a result of which many inquiries were received and at least two automobiles were sold. This was referred to on page 43 of PRINTERS' INK for June 23rd.

2. A few weeks ago one of the largest piano manufacturers in the country used a page in PRINTERS' INK. The advertising manager afterwards said that he secured more results from this journal than from other mediums having many times greater circulation.

These instances show conclusively that advertising men *do* answer

ads—especially when the ads appear in a medium which has their confidence.

Stick to Advertised Brands

A Western reader of PRINTERS' INK, who conducts a retail store, writes a long letter to inquire whether it would be advisable to refrain from advertising the fact that he handles certain makes of goods. These goods are extensively advertised by the manufacturers and the Westerner has properly been banking on this to help him in booming sales; but he is worried by the fear that some day the manufacturer may cut him off as an agent, so that the money he spends himself for advertising the goods would go for naught.

This fear is groundless. Manufacturers who advertise nationally are not cutting out enterprising agents, but are adding others. PRINTERS' INK's advice to the merchant is to stick to advertised brands of all kinds of goods, and to take every opportunity of letting the public know that he handles them. The public wants advertised goods—it is familiar with them—has tested them—knows that they represent quality for price. Before a merchant can discard advertised brands he must be strong enough in his locality to produce his own brands and push them successfully against the advertised brands handled by his competitor.

THE magazine summary for July, printed on another page of this issue, is simply another straw showing that the trade winds are blowing in the direction of big business. That such gains in the volume of advertising should be made in the mid-summer issues is a very significant fact.

Mr. Bellamy says that the August issue of *Everybody's Magazine* went to press with 128 cash pages of advertising. This, he declares, is the largest volume of August advertising ever carried by *Everybody's*, beating its own record by thirty-five pages.

If Your Product Comes under the Pure Food Law, Your Advertising Does, Also

On page 18 of PRINTERS' INK for June 23rd is a little story of a proprietary concern which got into trouble because the ad-man who prepared the labels, etc., didn't know *the law*. There were a thousand dozen bottles of the article in retail stores. Says the PRINTERS' INK writer:

"It was instantly evident to the officers of the company that there was nothing to do, if fines and days in jail were to be avoided, but to call in and redress those thousand dozen bottles or send an agent to do the work."

Here's the point! To avoid trouble and expense all food and medical companies must have their copy written by men who *know the law*.

I have made a special study of the Pure Food Laws, and also of the Postal Laws; and have had wide experience in the preparation of copy which will pass muster with Government officials.

Many of the leading medical and food companies turn their copy over to me for revision in order to avoid such unpleasantness as is mentioned in the PRINTERS' INK article.

Right now is the time to take up copy preparation and revision for your Fall campaign. All requests for information answered promptly.

LUCIUS WEINSCHENK
COUNSELOR-AT-LAW

Specialist in Postal and Pure Food Causes

111 BROADWAY

NEW YORK

THE METROPOLITAN'S "BEAT."

In newspaper parlance a remarkable "beat" has been scored by the *Metropolitan Magazine* in its forthcoming August issue.

On July 1st General Theodore A. Bingham was unexpectedly removed from his position as police commissioner of New York City. Only a few hours intervened between this event and the date upon which the August *Metropolitan goes to press*; yet an article was, during the interval, written by General Bingham, set up and given space in these forms.

The result of these alert newspaper methods, applied to magazine work, is that the valedictory of General Bingham, entitled "The Police Commissioner's Task," will appear in the August *Metropolitan*, on sale July 15th.

•••
YORK (PA.) GAZETTE PLANT
SOLD.

The York (Pa.) *Gazette* Company has purchased from Mrs. Harry N. Gitt, of Hanover, Pa., the *Gazette* publishing plant and has executed a mortgage for \$100,000. The company will issue \$60,000 bonds to conduct its printing and publishing business and to cancel its mortgage. The officers of the *Gazette* Company are Allen C. Wiest, president; S. A. Geiselman, secretary, and M. O. Smith, treasurer.

•••
The Culpeper *Exponent*, one of the leading weekly newspapers of Virginia, recently issued a splendid industrial section devoted to setting forth the natural advantages of its part of the country. The section carried illustrations of Culpeper's noted homes and its leading business men.

Arthur Capper announces a special "Automobile Number" of *Farmers Mail and Breeze* to be issued August 14th —probably the first issue of a farm paper to be devoted to the motor car. Automobile dealers in Kansas City and in the state of Kansas report that from 50 per cent to 70 per cent of their sales this year have been made to tillers of the soil.

Ray Stannard Baker was the first speaker at the June 8th meeting of the Ad Craft Club, of Detroit, Tuesday, June 8th. Mr. Baker told of his extensive investigations of the negro question in the South and gave a most interesting and enlightening talk.

Tudor Jenks, of the editorial staff of *St. Nicholas* and the *Century* magazine, gave a most interesting talk on his experience as an editor and advertising writer. Mr. Jenks was for years editor of *St. Nicholas*.

The final address of the evening was an illustrated lecture on "Art in Advertising," by Henry Lewis Johnson, editor of the *Printing Art*. Mr. Johnson illustrated his remarks with many very interesting examples of good and bad typography and good and bad type faces. His address was one of the most instructive of the entire season.

The Magazines That Influence

It is a publication's power to influence its readers that makes it worth while to buy its space.

The World's Work Country Life in America and The Garden Magazine

distinctive magazines of real interest and beauty, appeal to thousands throughout the country whose patronage means much to you. Why not use the mediums that influence these people to buy?

Doubleday, Page & Co.

133 East 16th Street
NEW YORK

Tremont Bldg.
BOSTON

Heyworth Bldg.
CHICAGO

JULY MAGAZINES.

VOLUME OF ADVERTISING IN LEADING
MONTHLY MAGAZINES

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Everybody's.....	117	26,362
Cosmopolitan.....	115	25,872
Review of Reviews.....	104	23,323
McClure's.....	91	20,552
Munsey's.....	90	20,258
World's Work.....	89	20,048
Scribner's.....	87	19,638
Harper's Monthly.....	84	18,782
American Magazine.....	73	16,424
Century Magazine.....	69	15,456
Hampton's Magazine.....	49	11,050
Red Book.....	48	10,752
Success (cols.).....	58	9,824
Travel (cols.).....	69	9,786
National.....	41	9,338
International Studio (cols.).....	64	9,085
Uncle Remus's Magazine (cols.).....	48	9,031
World To-Day.....	38	8,624
Ainslee's.....	35	8,022
Argosy.....	34	7,616
Current Literature.....	29	6,496
Pearson's.....	28	6,440
Theatre Magazine (cols.).....	35	5,977
Strand.....	24	5,376
Popular.....	23	5,306
Lippincott's.....	22	5,096
Putnam's.....	22	5,012
Metropolitan.....	22	4,928
American Boy (cols.).....	23	4,709
Atlantic Monthly.....	19	4,396
Human Life (cols.).....	21	4,052
All-Story.....	15	3,556
St. Nicholas.....	13	2,912
Philistine.....	16	1,920

VOLUME OF ADVERTISING IN LEADING
MONTHLY MAGAZINES CARRYING
GENERAL AND CLASS
ADVERTISING

(Exclusive of Publishers' own advertising)

Country Life in America (cols.)	154	26,488
System.....	112	25,200
Sunset.....	95	21,280
Field and Stream.....	58	13,166
Pacific Monthly.....	57	12,942
Book-Keeper.....	51	11,490
Suburban Life (cols.).....	61	10,304
Outing Magazine.....	45	10,162
Outdoor Life.....	42	9,566
Recreation (cols.).....	45	7,740
Amer. Homes and Gardens (cols.)	46	7,730
Technical World.....	33	7,560
Garden Magazine (cols.).....	60	7,081
Van Norden.....	30	6,888
House Beautiful (cols.).....	48	6,762
House and Garden (cols.).....	24	3,328

VOLUME OF ADVERTISING IN LEADING
WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

Ladies' Home Journal (cols.)	86	17,200
Good Housekeeping.....	69	15,596
Woman's Home Compa'n (cols)	71	14,332
Delicatessen (cols.).....	66	13,318
Designer (cols.).....	59	11,840
New Idea (cols.).....	55	11,124
Modern Priscilla (cols.).....	56	9,468
Ladies' World (cols.).....	42	8,425
Pictorial Review (cols.).....	50	8,351
Housekeeper (cols.).....	41	8,267
Harper's Bazaar.....	30	6,720
McCall's (cols.).....	39	5,337
American Home Monthly (cols)	12	2,485

VOLUME OF ADVERTISING IN LEADING
WEEKLIES FOR JUNE

(Exclusive of Publishers' own advertising)

Independent (pages).....	121	27,104
Saturday Evening Post.....	101	17,170
Life.....	84	11,760

June 1-7: Cols. Agate Lines

Literary Digest.....	66	9,215
Collier's.....	44	8,638
Churchman.....	45	7,299
Outlook (pages).....	32	7,168
Leslie's.....	28	5,600
Associated Sunday Magazine.....	23	4,405
Vogue.....	24	3,830
Christian Herald.....	17	3,007
Illustrated Sunday Magazine.....	13	2,632
Youth's Companion.....	10	2,000

June 8-14: Cols. Agate Lines

Saturday Evening Post.....	111	18,870
Collier's.....	55	10,600
Outlook (pages).....	36	8,022
Literary Digest.....	52	7,323
Life.....	36	4,198
Leslie's.....	20	4,000
Associated Sunday Magazine.....	21	3,945
Independent (pages).....	16	3,724
Churchman.....	22	3,631
Vogue.....	23	3,618
Illustrated Sunday Magazine.....	13	2,455
Christian Herald.....	13	2,335
Youth's Companion.....	9	1,800

June 15-21: Cols. Agate Lines

Saturday Evening Post.....	98	16,660
Collier's.....	48	9,198
Leslie's.....	35	7,000
Literary Digest.....	46	6,647
Outlook (pages).....	25	5,728
Associated Sunday Magazine.....	23	4,419
Churchman.....	26	4,292
Life.....	29	4,183
Independent (pages).....	16	3,738
Christian Herald.....	18	3,102
Illustrated Sunday Magazine.....	15	3,000
Vogue.....	17	2,618
Youth's Companion.....	8	1,605

June 22-28: Cols. Agate Lines

Outlook (pages).....	106	23,936
Saturday Evening Post.....	76	12,920

SYSTEM
INTERNATIONAL EDITIONPublished in England at 34,
Norfolk St., Strand, London

The English SYSTEM—for English, Continental and Colonial business men—carries more pages of advertising than any other English magazine except one. The American SYSTEM—the magazine of business for American business men—has for three years and six months led *every* magazine, without exception, in the amount of advertising carried.

Simple proof that SYSTEM, in both England and America, reaches a particular class of *buying* business men making its advertising *pay* the advertiser best.

SYSTEM
INTERNATIONAL EDITIONPublished in America at
Chicago and New York

	Pages	Agate Lines
Vogue.....	62	9,612
Collier's.....	45	8,640
Leslie's.....	29	5,820
Churchman.....	24	3,978
Associated Sunday Magazine.....	21	3,865
Independent (pages).....	17	3,946
Literary Digest.....	23	3,310
Life.....	22	3,178
Christian Herald.....	14	2,380
Illustrated Sunday Magazine.....	12	2,320
Youth's Companion.....	6	1,200

June 29-30 :

Christian Herald.....	12	2,040
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Totals for June:

Saturday Evening Post.....	65,620
Outlook.....	44,936
Independent.....	38,512
Collier's.....	36,976
Literary Digest.....	26,455
Life.....	23,289
Leslie's.....	22,420
Vogue.....	19,678
Churchman.....	19,198
Associated Sunday Magazine.....	16,724
*Christian Herald.....	12,864
Illustrated Sunday Magazine.....	10,407
Youth's Companion.....	6,605

*Five issues.

RECAPITULATION OF LEADERS IN
MONTHLY CLASSIFICATIONS

	Pages	Agate Lines
1. Country Life in America (cols).....	154	26,488
2. Everybody's.....	117	26,382
3. Cosmopolitan.....	115	25,872
4. System.....	112	25,200
5. Review of Reviews.....	104	23,323
6. Sunset.....	95	21,280
7. McClure's.....	91	20,552
8. Munsey's.....	90	20,258
9. World's Work.....	89	20,048
10. Scribner's.....	87	19,638
11. Harper's Monthly.....	84	18,782
12. Ladies' Home Journal (cols).....	86	17,200
13. American Magazine.....	73	16,424
14. Good Housekeeping.....	69	15,596
15. Century.....	69	15,456
16. Woman's Home Comp. (cols).....	71	14,332
17. Delineator (cols).....	66	13,518
18. Field and Stream.....	58	13,166
19. Pacific.....	57	12,942
20. Designer (cols).....	59	11,840

IN THE JULY MAGAZINES.

The interesting and significant feature of July magazine advertising is the substantial increase over the same month of 1908. This increase is, however, only the forerunner of the increases which will appear with the approach of fall, and it bears out the prediction that the coming season will see an unusually large volume of advertising published.

The leader among the standard magazines this month is *Everybody's*, the figures showing an increase of just 7,000 lines over July, 1908. The *Cosmopolitan* follows

and its increase is 1,904 lines. The *Review of Reviews* is 4,611 lines ahead of last year. *Munsey's* comes along with an increase of 3,150 lines. The *World's Work* published 6,720 lines more than in 1908. *Scribner's* has a lead over last year of 5,022 lines. *Harper's Monthly* has 1908 beaten by 1,800 lines. The *American* shows an increase of 1,864 lines. The *Century's* excess over last July is 896 lines.

Among the monthly magazines carrying both general and class advertising, *Country Life in America* the leader, shows an increase over last year of 6,592 lines. *Sunset* gains 2,814 lines. *Field and Stream* comes to the front with the fine increase of 7,650 lines.

Among the women's publications the *Ladies' Home Journal* leads its 1908 record by 3,600 lines. *Good Housekeeping* has a gain of 5,810 lines. The *Woman's Home Companion* increased 2,532 lines. The *Delineator* gained 5,618 lines.

So it goes all along the line—it's a story of increase practically from start to finish, which is enough to eliminate the last trace of pessimism from the advertising field.

The July magazines logically make their appeal to vacation-time readers and offer a wealth of clever fiction in addition to strong special articles. According to reports, newsstand sales are holding their own this summer in a very satisfactory manner.

The advertising sections are notable for the large number of full pages carried, while the Edison and Columbia phonograph people and the Victrola make a striking bid for summer business with double-page spreads, and the Regal Shoe Company continues its series of double three-quarter pages. The Colgate Company uses a number of back covers.

The appearance of new advertisers noted last month continues, but PRINTERS' INK's advices are that most of the prospective débâtantes are awaiting the first fall issues before making their entrance. A review of new accounts which will start this fall is given elsewhere in this issue.

JUNE MAGAZINES.

VOLUME OF ADVERTISING IN LEADING
MONTHLY MAGAZINES

(Exclusive of Publishers' own advertising)

	Pages	Agate
Country Life 'n America (cols.)	214	20,000
Everybody's	190	13,000
McClure's	150	11,250
Everybody's	150	10,250
Collier's	138	10,000
McCall's	118	9,000
McLaughlin	118	8,000
McNamee's	118	8,000
World's Work	112	5,512
Sequoia's	100	5,000
Sunset	100	3,000
Adventure	96	2,100
Country Magazine	81	16,144
Pacific Monthly	60	12,000
Field and Stream	71	16,000
Field and Stream	71	16,000
Suburban Life (cols.)	74	7,000
Oriente Magazine	63	11,972
Outing	63	11,972
Outing	63	11,972
Argosy	60	10,700
Red Book	58	10,000
Illustrated	52	10,124
Garden Magazine (cols.)	73	10,000
Recreational Life	72	10,000
Recreation	66	3,000
Technical World	59	5,043
Parson's	56	4,000
Parson's	56	4,000
Cottage Literature	56	3,500
Van Norden	56	3,500
Theatre Magazine (cols.)	52	2,000
Human Life	52	2,000
Atlantic Monthly	52	2,000
Popular	50	2,000
Lippincott's	48	2,000
Red Book	48	2,000
Patton's	48	2,000
Adventure	48	2,000
Home and Garden (cols.)	48	2,000
All-Story	48	2,000
Human Life (cols.)	48	2,000
St. Nicholas	48	2,000

VOLUME OF

YOUTH'S COMP.
CHRISTIAN HER-
ITAGE

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HAS ADVERTISED 40 YEARS IN YOUTH'S COMPANION.

The *Youth's Companion* has issued a convincing little folder naming fifty of its advertisers and the length of time they have used the *Companion*. John L. Brown & Sons, troches and dentifrice, hold the record with forty-nine years of advertising. Second place in point of length of time the *Companion's* pages have been used is held by Kelsey & Co., printing presses, forty-one years. G. & C. Merriam Company, dictionaries, is in third place, with forty years advertising.

—♦♦♦—
A 2,000-pound steer from Kentucky is being fattened for the Associated Advertising Clubs of America convention at Louisville on August 25th-27th.

The *American Home Monthly* now occupies a building of its own at 27 Spruce street, New York City. Its rapid growth has compelled the seeking of larger quarters.

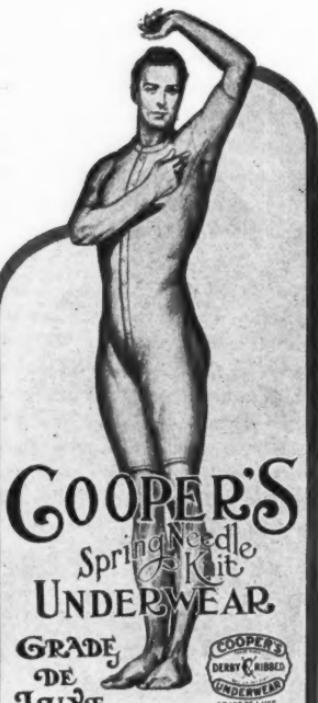
It is reported that the Orleans (N. Y.) *Republican*, edited for several years past by Lafayette H. Beach, is to pass to the ownership of Sanford T. Church and District Attorney W. Crawford Ramsdale, both prominent Democratic lawyers.

On July 8d the Newark (N. J.) *Star* began to print a colored magazine section, probably the first New Jersey newspaper to use color in its daily edition.

The Richmond (Va.) *News Leader* printed on July 2d more advertising than on any other day in its history—excluding special editions. In a 16-page paper it carried more than 66 columns. During June the *News Leader*, which is published six days a week, carried a total of 19,870 inches of display advertising.

The *Times* and the *News-Record*, of Fort Smith, Ark., have been consolidated as the Fort Smith *Times-Record*. The new paper occupies exclusively the evening field, with a Sunday morning edition. The proprietors announce their intention to give Fort Smith a better evening paper than it has yet had.

William L. Colt has resigned as advertising manager of *Hampton's Magazine*. He is to be succeeded by Howard P. Ruggles, who has had charge of the Western office for the past year. F. W. Thurnan has been appointed Western advertising manager. H. R. Baumman will be associated with him. Mr. Ruggles' unusually wide circle of Chicago friends greatly regret that Mr. Ruggles is to leave Chicago but are sincerely congratulating him on his new and prominent position. Mr. Ruggles has been foremost in all the club and social activities of the Chicago representatives besides being an exceptional hustler after business.



NOTHING LIKE IT AT ANY PRICE

Ask your dealer to show you a suit of **SILK Lisle**. Most dealers sell it for \$3.00 a union suit, or for \$1.50 per garment, if two piece suits are desired. Don't fail to look for the Trade Mark (shown above) as there are many imitators. **We make the machines that make the goods** and they are patented in nine countries—and a recent decision from the U. S. Circuit Court of Appeals sustains our claims for infringements. Made in all sizes, weights and colors, two pieces or Union Suits, and all good dealers carry a full line—others substitute. Don't take a substitute. Send for Booklet.

COOPER MFG. CO., Bennington, Vt.

4,000 AT A TIME!

The News Leader, of Richmond, Va., is gaining with jumps of 4,000 at a time. For the month of June, 1909, the News Leader carried more advertising by over 4,000 inches than in June, 1908. Its net paid circulation is larger by over 4,000 than in June, 1908.

THE REASON!

The News Leader is the great HOME afternoon two-cent paper of Richmond and of Virginia.

When making up your list, you cannot justifiably leave off

THE NEWS LEADER

Every Afternoon Except Sunday

RICHMOND, VA.

Represented by

HAND, KNOX & CO., New York, Chicago, St. Louis.

Virginia's Greatest Daily Want Medium

LEADS IN INFLUENCE THE WHOLE SOUTH

NEW ORLEANS

cannot be intelligently or profitably covered without using

THE TIMES DEMOCRAT

The BUYING PUBLIC—those who have the money to spend and know how to spend it—read

THE TIMES DEMOCRAT

They have read it for years, and keep on reading it in the face of the fact that it costs them—each one of them

\$12.00 PER YEAR IN SUBSCRIPTION MONEY, IN ADVANCE

to have it delivered to them each morning.

Those who can afford to pay \$12.00 per year for the TIMES DEMOCRAT can afford to buy what you have to sell.

Hand, Knox & Co.

Publishers' Representatives

Brunswick Bldg.
NEW YORK CITY

Boyce Bldg.
CHICAGO

Victoria Bldg.
ST. LOUIS

WOULD YOU HIRE A CHEAP SALESMAN?

IF you were looking for a man to cover important territory—to call upon your best customers and the firms whose trade you were most anxious to secure—what kind of a man would you hire?

If a man came to you and offered to take the position at \$6.00 a week, would you listen to him? Wouldn't the bare idea of jeopardizing your business by sending such a man on the road send shivers up and down your spine?

Advertising space is, in effect, territory in which your customers and possible customers are located. The copy which fills that space is your salesman. Its mission is the same as that of a personal representative.

Do you use cheap designs and copy? Do you take the stand that the \$6.00 kind is good enough? If you do, be consistent—discharge your high-priced men and send the \$6.00 type out on the road to sell goods for you.

The magazines and newspapers are full of cheap copy. It sells no goods, is a waste of space, and belittles those who use it. In the end, it is frightfully expensive.

We want to hear from those advertisers who have no use for \$6.00 men or \$6.00 copy—advertisers who are willing to pay a just and adequate price for illustrations and copy that are recognized as the standard of artistic quality and result-producing efficiency.

ARTISTS—COPY WRITERS—ENGRAVERS—PRINTERS
DAY AND NIGHT ART STAFFS

THE ETHRIDGE COMPANY

41 Union Square, New York City

Telephones { 4848 } Stuyvesant
4847

COMMERCIAL ART

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

There has never been invented a better method of showing a satisfactory picture of a mechanical device than plain black and white. Notwithstanding this fact many advertisers insist upon making experiments which inevitably

what the device is, what it is like, and what it is for.

The illustration of the hand is as large as can be in the space at the advertisers' disposal, but the arrangement is such as to afford excellent display for an ad

ROCKWOOD
Paper
Frictions



Insure Greater Efficiency

Than can be obtained with toothed gears alone. In modern machinery, Friction Transmission has a wide range of use—high speeds with great flexibility, perfect control, sudden or gradual starts, quick stops, forward or reverse, and without noise or liability of breakage.

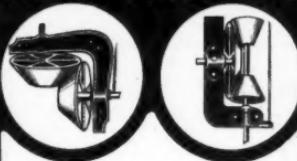
Rockwood Paper Frictions are the acknowledged standard. Made to fit your specifications.

Our booklet, "Friction Transmission," gives data and formulas invaluable to the designer. Send Free on Request to those who state occupation and firm connected with.

The Rockwood Mfg. Co.
1903 English Avenue
Indianapolis, Ind., U. S. A.

No. 1.

ROCKWOOD
PAPER FRICTIONS



No. 2.

prove a little short of disastrous. Compare the pictures of the Friction Transmission in the advertisement marked No. 1 with those in No. 2. The details in the former are dim and indistinct on account of the character of treatment, while in No. 2 they are plain and distinct and would be so in an even smaller reproduction.

* * *

The Rives Neverslip is shown in this advertisement, both in use and detached, in a manner which leaves no room for doubt as to

of this character. This is very commendable.

* * *

2 in 1 Shoe Polish has not been used upon the shoes of the people shown in this magazine advertisement, for they appear in the original to be sadly in need of a shine.

It is not a very easy matter—perhaps an impossibility—to make a picture of a shoe with a good polish on it that will not lose its lustre in the process of printing in all kinds of magazines—at any rate, one pair of shoes would be

**USE THE
RIVES
NeverSlip**

For Banking Employees, Post Office Clerks, Shipping Clerks, in all Accounting and Auditing offices, turning folios in books, Press Feeders, Accounting Clerks, etc. It is the only sanitary way of counting and sorting. Quicker and more accurate than the old means. Will not corrode or break. Made in two sizes, Ten Cents Each. One for the thumb and one for the "Index" finger. Order a pair now.

Interstate Commercial Company,
1259 Broadway, New York City

NO. 2 SMALL EXACT SIZE

**2 IN 1
SHOE POLISH**

Shines for All—

So different—so superior that once you have used it you will always use it.

No Trouble—No Odor
No Acids—No Turpentine
Doubles the life of leather.

The F. F. Dally
1259 Broadway,
Buffalo, N. Y.
Hamilton, Can.

At All Dealers

**10
Cents**

enough for one advertisement—a whole row of feet takes up valuable space and adds nothing to the strength or attractiveness of the advertisement.

* * *

Some of the gentlemen who are so interested in the psychol-

phenomenon of which this Garland Stove advertisement is a typical example.

A great many advertisers seem to think that it helps to sell the goods if they crowd the history of mankind, ancient and modern, into their advertisements.

If the advertisement is for a shoe they seek to cover the entire subject from the bare feet of our pre-historic ancestors all the way down to a shoe of to-day.

If it is a stove, as in this instance, the same strange historical process must be gone through with before the advertiser can get around to talk about his goods.

Perhaps there is a reason for this, but it must be a mighty strange reason.

* * *

Some of the magazine advertisements of Reed & Barton have shown exquisite examples of reproductions of their silverware, but the ad in the July magazines belongs to another and very different class.

A fine half-tone of a piece of silver is always attractive and interesting, but when you print an advertisement over it the result is most sad and depressing.



ogy of advertising ought to interest themselves in the strange

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Anniston, Evening Star. Quantity and quality circulation; leading want ad. medium.

Birmingham, Ledger, dy. Average for 1908, 19,270. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1908, 9,733. The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. 1908, 6,551. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

COLORADO

Denver, Post. has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1908, 55,467. This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

Bridgeport, Morning Telegram. daily average for Jan., 1909, sworn, 12,827. You can cover Bridgeport by using *Telegram* only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1907, 7,645; average for 1908, 7,726.

Meriden, Morning Record and Republican. Daily aver. 1908, 7,672; 1907, 7,768; 1908, 7,729.

New Haven, Evening Register, daily. Annual sworn average for 1908, 10,804; Sunday, 12,867.



New Haven, Union. Average 1908, 16,326; E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; average for 1907, 6,547; for 1908, 6,739.

Norwalk, Evening Hour. Average circulation exceeds 3,450. Sworn statement furnished.

Waterbury, Republican. Average for 1908, Daily, 6,326; Sunday, 6,243.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1908, 36,762 (© ©).

FLORIDA

Jacksonville, Metropolis. Dy. av. 1st 3 mos., 1909, 12,857. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. June dy 17,742; Sun 19,839. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

GEORGIA

La Fayette, Messenger. Weekly. Average circulation, 1908, 2,541.

ILLINOIS

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

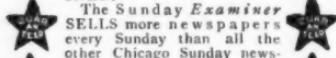
Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined

Chicago, Breeder's Gazette, weekly. \$2. Average for 1908, 74,342.

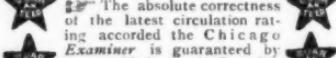
Chicago, Dental Review, monthly. Actual average for 1907, **4,015**; for 1908, **4,097**.



Chicago Examiner, average 1908, Sunday **602,317**, Daily **165,407**, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COM-INED.



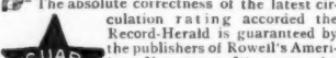
The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers' PRINT.



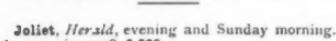
The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Chicago, Record-Herald. Average 1908, daily net paid exceeding, **141,000**; Sunday net paid exceeding, **197,000**. It is not disputed that the Chicago Record-Herald has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.



The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Joliet, Herald, evening and Sunday morning. Average for 1908, **6,808**.

Libertyville, Business Philosopher, mo.; mercantile. Av. 1908, **16,608**. A. F. Sheldon, Ed.

Peoria, Evening Star. Circulation for 1908, **20,911**.

Sterling, Evening Gazette, average circulation for 1908, **4,409**. First six months, 1909, **4,963**.

INDIANA

Evansville, Journal-News. Av. 1907, **18,183**. Sundays over **18,000**. E. Katz, S. A., N. Y.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1907, **26,112**.

Princeton, Clarion-News, daily and weekly. Daily average 1907, **1,577**; weekly, **2,641**.

South Bend, Tribune. Sworn average year sending Dec. 31, '08, **9,329**. Best in No. Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1908, **9,139**. "All paid in advance."

Davenport, Times. Daily aver. June, **16,878**. Circulation in City or total guaranteed greater than any other paper or no pay for space.

PRINTERS' INK.

Des Moines, Capital, daily. Lafayette Young, Publisher. Circulation for 1908, **42,931**. Rate 70 cents per inch, flat. If you are after business in Iowa, the Capital will get it for you. First in everything.

Dubuque, Times-Journal, morning and eve. Daily average, 1908, **12,664**; Sunday, **14,731**.

Washington, Eve. Journal. Only daily in county. 1,900 subscribers. All good people.

KANSAS

Hutchinson, News. Daily 1907, **4,670**; 1908, **4,535**. E. Katz, Special Agent, N. Y.

KENTUCKY

Barrodsburg, Democrat. W. Av. '08, **3,370**. Largest and best paper in Central Kentucky.

Lexington, Herald. D. av. 1908, **7,194**. Sunday, **8,256**. Week day, **7,006**. Com. rates with Gazette.

Lexington, Leader. Average for 1908, evening, **5,445**; Sunday **6,878**. E. Katz

Louisville, The Times, evening daily, average for 1908 net paid **48,940**.

MAINE

Augusta, Comfort, monthly. W. H. Gannett, publisher. Actual average for 1907, **1,294,688**.

Augusta, Kennebec Journal, daily average 1908, **8,826**. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1908, daily 10,070; weekly, **28,727**.

Phillips, Maine Woods and Maine Sportsman, weekly. J. W. Brackett Co. Aver. for 1908, **7,977**.

Portland, Evening Express. Average for 1908, daily **14,451**. Sunday **Telegram**, **10,002**.

MARYLAND

Baltimore, American. Daily average for 1908, **74,702**; Sunday, **92,879**. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1908, **84,395**. For June, 1909, **85,008**.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (CO.). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average 1908, daily, **176,297**; Sunday, **319,790**. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price. During 1908 The Boston Globe printed a total of **22,450** columns, or **6,869,700** lines of advertising. This was **7,445** more columns, or **2,445,225** more lines than appeared in any other Boston newspaper.



BOSTON TRAVELER

Established 1825

Average circulation for May, 1909, **104,133**.

Gain over May, 1908, **15,408**

Gain over April, 1909, **4,651**

The character and distribution of its circulation ensure results to advertisers. No questionable copy accepted.

Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

Clinton, Daily Item, net average circulation for 1908, 3,099.

Fall River, Globe, The clean home paper. Best paper. Largest cir. Actual daily av. 1908, 7,473.

Lawrence, Telegram, evening, 1908 av. 8,949. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. year 1907, 16,022; 1908, average, 16,396. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Salem, Evening News. Actual daily average for 1908, 18,232.

Worcester, Gazette, eve. Aver. first 5 months, 1909, 16,876; Largest evening circulation.

Worcester, L'Opinion Publique, daily (OO). Paid average for 1908, 3,698.

MICHIGAN

Detroit, Michigan Farmer. Read by all Michigan farmers. Ask any advertiser. 80,000.

Jackson, Patriot, Average May, 1909, daily 9,348, Sunday 10,205. Greatest net circulation

Saginaw, Courier-Herald, daily. Only Sunday paper; aver. for 1908, 14,350. Exam. by A.A.A.

Saginaw, Evening News, daily. Average for 1908, 19,886; June, 1909, 20,950.

MINNESOTA

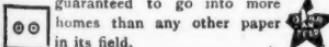
Duluth, Evening Herald. Daily average 1907 23,093. Largest by thousands.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; average for '06, 100,266; for '07, 103,885; for '08, 98,125.

The absolute accuracy of *Farm, Stock & Home*'s circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1908, 28,270.

Minneapolis, Journal, Daily and Sunday (OO). In 1908 average daily circulation evening only, 75,639. In 1908 average Sunday circulation, 75,610. Daily average circulation for May, 1909, evening only, 71,332. Average Sunday circulation for May, 1909, 72,797. (Jan. 1, 1908, subscription rates were raised from \$4.00 to \$6.00 per year cash in advance.) The Journal's circulation is absolutely guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field.



Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, publisher, 1908, 53,341.

CIRCULATIN **Minneapolis, Tribune**, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1908, was 68,300. The daily *Tribune* average per issue for the year ending December, 1908, was 90,117.

MISSISSIPPI

Biloxi, Herald, evening. Average circulation for 1908, 1,095. Largest on Mississippi Coast.

MISSOURI

Joplin, Globe, daily. Average, 1908, 16,548. E. Katz, Special Agent, N. Y.

St. Joseph, New-Press. Circulation, 1908, 38,320. Smith & Budd, Eastern Reps.

St. Louis, National Druggist (OO), Mo. Henry R. Strong, Editor and Publisher. Average for 1908, 9,167. Eastern office, 508 Tribune Bldg.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1908, 104,708.

NEBRASKA

Lincoln, Deutsch-Amerikan Farmer weekly. 142,390 for year ending Dec. 31, 1908

Lincoln, Freie Presz, weekly. Average year ending Dec. 31, 1908, 142,440.

NEW JERSEY

Camden, Daily Courier. Actual average for year ending December 31, 1908, 8,870.

Jersey City, Evening Journal. Average for 1908, 26,078. Last three months 1908, 26,021.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Av. 1906, 18,237. Av. 1907, 20,270; last quarter yr. '07, av. 20,409.

NEW YORK

Albany, Evening Journal. Daily average for 1908, 16,930. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1908, 52,236.

Buffalo, Courier, morn. Av. 1907, Sunday, 91,447, daily, 51,604; *Enquirer*, evening, 34,570.

Buffalo, Evening News. Daily average for 1906, 94,473; 1907, 94,643; 1908, 94,033.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1908, 6,132.

Star

Mount Vernon, Argus, eve. Daily av. cir. year ending April 30, 1909, **4,817**. Only daily here.



Newburgh, Daily News, evening. Average circulation entire year, 1908, **6,329**. Circulates throughout Hudson Valley. Examin'd and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, 12 months ending May 31, 1909, **10,344**.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1908, **6,700**.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1908, **26,022** (OO).

Leslie's Weekly, 225 Fifth Ave., W. L. Miller, Adv. Mgr. **276,866** guaranteed.

The Tea and Coffee Trade Journal; Average circulation for year ending Dec., 1908, **16,250** Dec., 1908 issue, **10,000**.

The World. Actual aver. for 1907, Mor., **345,434**. Evening, **800,172**. Sunday, **483,335**.

Poughkeepsie, Star, evening. Daily average for first five months 1909, **4,827**; May, **5,342**.

Rochester, Daily Abendpost. Largest German circulation in state outside of New York City.

Schenectady, Gazette, daily. A. N. Liecty. Actual Average for 1908, **16,760**.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1908, daily **36,067**; Sunday, **40,951**.

Troy, Record. Average circulation 1908, **20,402**. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1908, **2,685**.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Jan 1, 1909, **15,274**.

OHIO

Ashland, Amerikan Sanomat Finnish. Actual average for 1907, **11,120**.

Cleveland, Ohio Farmer. Leads all farm papers in paying advertisers. **100,000**.

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1908, **75,291**, June, 1909, **\$8,578** daily; Sunday, **102,479**.

Columbus, Midland Druggist. The premier pharmaceutical magazine. Best medium for reaching druggists of the Central States.

Dayton, Journal. 1907, actual average, **21,217**.

Springfield, Farm and Fireside, over $\frac{1}{4}$ century leading Nat. agricult'l paper. '08, **463,716**.

Springfield, Poultry Success, monthly av., 1908, **33,833**. 2d largest published. Pays advertisers.

Youngstown, Vindicator. D'y av., '08, **15,000**; Sy., **10,400**; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, Times-Democrat. Average 1907, **6,659**; for 1908, **6,659**. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1908 aver., **26,955**; June, '09, **31,011**. E. Katz, Agent, N. Y.

OREGON

Portland, The Oregonian, (OO). For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. June NET PAID circulation, daily, **39,223**, Sunday average, **49,245**.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1908, **7,888**. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, Times, daily. Aver. for 1908, **18,487**; June, 1909, **19,048**. E. Katz, Special Agt., N. Y.

Harrisburg, Telegraph. Sworn average June, 1909, **16,155**. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

Johnstown, Tribune. Average for June, 1909, **12,674**. Only evening paper in Johnstown.

In Philadelphia The Bulletin

goes daily into
nearly every one
of the over three
hundred thousand
homes of the "city
of homes."

NET PAID AVERAGE FOR JUNE

254,150

COPIES A DAY

The "Bulletin's" circulation figures are net. All damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Pub.

WISCONSIN

Janesville, Gazette. Daily average, May, 1909, daily, 4,736; semi-weekly, 1,789

Madison, State Journal, daily. Actual average for 1908, 5,090.

Milwaukee, Evening Wisconsin, daily. Av. for week ending June 26, '09, 40,476 (O). Carries largest amount of advertising of any paper in Milwaukee.

Milwaukee, 7A Journal, eve., ind daily. Daily average for 12 mos., 57,609; for June, 1909, 58,779; daily gain over June, 1908, 2,648. Over 50% of Milwaukee homes. Flat rate 7 cents per line.

Oshkosh, Northwestern, daily. Average for April, 1908, 9,348. Examined by A. A. A.

Racine, Journal, daily. Av. for 12 months ending May 1, 1909, 4,442; April, 4,660.



PRINTERS' INK.

WYOMING

Cheyenne, Tribune. Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,420.

BRITISH COLUMBIA

Vancouver, Province, daily. Av. for 1908, 15,922; May, 1908, 18,391; May, 1909, 18,181; H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1908, daily, 37,090; daily May, 1909, 41,014; weekly 1908, 27,422; May 1909, 27,429.

Winnipeg, Der Nordwesten. Canada's German newsp'r. Av. 1908, 17,645. Rates 5¢ in.

Winnipeg, Telegram, dy. av. for 9 mos. to Apr. 30, '09, 26,445. Weekly, same period, 29,810.

NEW BRUNSWICK, CAN.

Moncton, Daily Times. Aver. 1908, 2,445. Now over 3,000. Largest between St. John, N. B., and Halifax, N. S.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1908, daily 99,339, weekly 46,935.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears. Advertisements under this heading are desired only from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE *Denver Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

ILLINOIS

DISTRICT OF COLUMBIA
THE *Evening and Sunday Star*, Washington, D. C. (O), carries double the number of Want Ads of any other paper. Rate 1c. a word.

INDIANA

THE INDIANAPOLIS STAR

The Leading "Want Ad" medium of the State, publishes more paid classified advertising than any other paper in Indiana.

RATE
All Classifications One Cent Per Word.
Only Sunday Paper in Indianapolis.

MAINE

THE *Evening Express* carries more Want Ads than all other Portland dailies combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston *Globe*, daily and Sunday, for the year 1908, printed a total of 417,908 paid Want Ads. This was 233,144, or more than twice the number printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in May, 1909, amounted to 229,376 lines; the number of individual ads published were 31,219. Each cent per aggregate line it charged. Cash order one cent a word.

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATION THE Minneapolis *Tribune* is the oldest Minneapolis daily and has over 90,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per line. paper directory Daily or Sunday.

MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

ALABAMA

The Mobile *Register* (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to The *Evening and Sunday Star*. Average, 1908, 36,762 (OO).

GEORGIA

Atlanta *Constitution* (OO). Now, as always, the leading Medium of Georgia

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,205 Sunday.

NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ads at medium, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 21,011. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

(OO) Gold Mark Papers (OO)

Advertisers value the Gold Mark publications more for the class and quality of their circulation than for the mere number of copies printed. Out of a total of over 22,000 publications in America, 122 are distinguished from all the others by the so-called gold marks (OO).

Savannah *Morning News*, Savannah, Ga. The *Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Grain Dealers Journal (OO), Chicago, the grain trade's accepted medium for "Want" ads.

The Inland Printer, Chicago (OO). Actual average circulation for 1908, 15,000.

PRINTERS' INK.

KENTUCKY

Louisville Courier-Journal (©©). Best paper in city; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1807, 7,784; weekly, 17,545 (©©); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (©©).

Boston Evening Transcript (©©), established 1830. The only gold mark daily in Boston.

Worcester L'Opinion Publique (©©), is the only Gold Mark French daily in the U. S.

MINNESOTA

The Minneapolis Journal (©©). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(©©) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (©©).

NEW YORK

Army and Navy Journal, (©©). First in its class in circulation, influence and prestige.

Brooklyn Eagle (©©) is THE advertising medium of Brooklyn.

Century Magazine (©©). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (©©), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (©©). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. *McGRAW PUBLISHING COMPANY*.

Engineering News (©©). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Circulation over 16,000 weekly.

The Engineering Record (©©). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. *McGRAW PUBLISHING COMPANY*.

The Evening Post (©©). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

New York Herald (©©). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

Scientific American (©©) has the largest circulation of any technical paper in the world.

The New York Times has a greater city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (©©), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (©©) carried more advertising in 1905, 1906, 1907, than any other magazine of gen. cir.

OREGON

The Oregonian, (©©), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (©©) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of *The Daily Press*, for 1908, 65,349; *The Sunday Press*, 133,984.

THE PITTSBURG DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND

Providence Journal (©©), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The State (©©), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (©©). Oldest and most influential paper in tidewater.

WASHINGTON

The Seattle Times (©©) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (©©), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (©©) and the *Evening Mail*. Circulation 15,558, flat rate.

The Globe, Toronto (©©), morning, evening, and weekly editions, cover Canada.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than one dollar.

ADVERTISING AGENCIES

DARLOW ADVERTISING AGENCY, Omaha, Neb. Newspapers and Magazines.

ALBERT FRANK & CO., 25 Broad St., N.Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

ADVERTISING IN

C U B A

being placed for M. C. Farber, of Chicago (watches), through

BEERS ADVERTISING AGENCY
HAVANA, CUBA

ADVERTISING MEDIA

THE Ladies' Home Journal, is the greatest advertising medium in the world.

THE Saturday Evening Post—greater results at lower cost. The Curtis Pub. Co., Phila.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

AD WRITERS

If Your Ads. Don't Pull try mine
W. D. KEMPTON, Glen Bldg., Cincinnati, O.

WE write business-bringing ads \$1 up; 4 page circular, \$5; 8 page booklet, complete, including cover design, \$10; form letters that go straight to the mark, \$2—\$5, series of three. Send complete data. FLEMING ADVERTISING SERVICE, 21 Richmond Street, Brooklyn, N.Y.

COIN CARRIERS

GET THE CASH with the subscription order. Also used with Want ad dept. 1,000 any printing, \$3.25; 5,000 any printing, \$10.00. Samples free. DETROIT COIN WRAPPER CO., 4 John R. Street, Detroit, Mich.

ENGRAVING

HALFTONES for the newspaper or the better class of printed matter. THE STANDARD ENG. CO., 560 7th Ave., New York.

KITAR ENGRAVING CO. (Inc.), 401 Lafayette St., New York, makers of half-tone, color, line plates. Prompt and careful service. Illustrating. TELEPHONE: 1664 SPRING.

ELECTROTYPE

Get Our Prices On Electros

We'll give you better plates, quicker service and save you expense. Largest electrotyping plant in the world—capacity 90,000 column inches a day. Write for prices and sample of patent Holdfast interchangeable base.

RAPID ELECTROTYPE COMPANY, Advertisers' Block, Cincinnati, O.

FOR SALE

Name of Every Voter in Georgia

We have the name and address of every registered voter in 130 counties in Georgia printed and listed by counties—up to date. Will sell entire list or any number of counties.

Massengale Advertising Agency
ATLANTA, GA.

HELP WANTED

WANTED a bright hustling newspaper man, business experience, some money, to start a paper in a town of 20,000 people which needs a good daily. Address Post Office BOX 558, Rome, Georgia.

PRINTERS' INK.

WANTED—Young man, over 25 and under 40, experienced as an advertising solicitor. We have a permanent position open on an Evening daily newspaper. **TIMES-REPUBLICAN**, Marshalltown, Iowa.

ADVERTISING WRITER WANTED for copy department, agency in middle west. Want man experienced in display and booklet work. State experience and salary expected. Address "K. M." care of Printers' Ink.

CAPABLE advertising solicitor wanted to handle railroad time table proposition of great merit. Answer by letter only stating experience and terms desired, etc., to Room 1002-45 W. 34th St., N. Y. City.

FREE REGISTRATION is offered for limited period to reporters requiring not over \$18 a week and Linotype Operators (\$400 minion), not over \$22. Good positions open. Booklet sent free. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

WANTED—A well-educated, well-mannered, energetic Western young business man who is familiar with country newspaper work in all its branches, both as a practical printer and a writer, is wanted for an important position at a good salary in a first-class trade paper office in Kansas City. Address Box 60, Station A, Kansas City, Mo.

WANTED—By a large manufacturing corporation an experienced writer to prepare publications, covering electrical railway and power machinery. Must be technically trained and have practical experience both in railway practice and in writing for publication. A good place with a good salary for a man of exceptional ability. Address "C" care Printers' Ink.

WANTED—A salesman—a man who is ambitious and not afraid to work—a man who is never satisfied, and wants to make money. We want him to sell white space in a monthly magazine, an absolutely new, fresh proposition with a future and no past. To the right man a great opportunity. No other publication like it. Address: **GENTLEMAN'S JOURNAL**, 112 Worth Street, New York.

MISCELLANEOUS WANTS

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY**, Washington, D. C. Established 1869.

POSITIONS WANTED

EDITOR and special writer seeks position as manuscript reviser, contributor of editorials, stories, etc., and manager of circulation winning department; specimens of literary work sent, if desired. **FREDERICK HAWKINS**, 45 Dekoven Court, Brooklyn, New York.

SITUATION wanted as Publisher's Representative, or advertising solicitor in the Chicago field or as advertising manager of a daily newspaper in the Middle West. Pleasing personality, 7 years' experience, 28 years old. If interested, address "H. R. B." care of Payne & Young, 748 Marquette Building, Chicago.

ADVERTISING MANAGER, eight years' experience in technical advertising, wishes to get in touch with a reliable manufacturer; thoroughly conversant with all branches of advertising, especially equipped by training for machinery publicity. Experience embraces designing, writing and placing of copy, preparation of write-ups, catalogs, circulars, follow-up letters, etc.; highest references and proof of ability. "S. A." care Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOULTON PRESS**, drawer 98, Cuba, N. Y.

GENERAL PRINTING, catalogue and book-let work—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc., etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. **THE WINTHROP PRESS**, 419 Lafayette St., New York.

PUBLISHING BUSINESS OPPORTUNITY

\$1,500 Will Buy Profitable Publishing Business

The first edition of books sold will return the investment and 100% profit. Sale includes copyrights, cover designs, mattresses, dies, stock on hand, etc. A money-maker for the right man. For particulars address, ARCHIBLD, 8918 Meridian Avenue, Cleveland, Ohio.

TRADE-MARKS

TRADE-MARKS registered in U. S. Patent Office. Names of publications are registrable trade-marks under conditions. Booklet relating to trade-mark protection mailed on request. **BEELER & ROBB**, Trade-mark Lawyers, 111-112 McGill Bldg., Washington, D. C.

We know of a certain monthly publication

which has made good for many years, which can now be bought on account of owner's age and health.

It has high standing and good paid circulation and pays owner about \$10,000 per year.

The right man, with \$25,000 cash can buy it. This looks to us like a big bargain for a man who wants a good sure business of his own. Write with particulars about yourself.

HARRIS-DIBBLE COMPANY

Brokers in Publishing Property

253 BROADWAY

NEW YORK

The Man Looking for the Position

The Manufacturer Looking for an Advertising Man

Can get together through PRINTERS' INK. A dozen prominent advertisers want high-priced advertising managers now—read their ads in PRINTERS' INK. Every live advertising man who wants another position makes his wants known through PRINTERS' INK.

If you want a position or want to employ an advertising man, try a PRINTERS' INK Classified ad.

THANKING THE DEALERS.

NEW YORK, July 9, 1909.

Editor of PRINTERS' INK:

It is, of course, the practice of many progressive wholesale firms to mail "ad" matter of all conceivable sorts to lists of names furnished by dealers. We also plead guilty to incorporating this feature in our publicity service to our agencies.

So far as we knew, however, no wholesale concern excepting ourselves takes the trouble to express their gratitude to the consumer after he has purchased their particular wares.

We have adopted this course, and find it is very much appreciated by our agents and their customers.

The mutual benefits derived will undoubtedly compensate for the trouble and expense entailed.

KLEE & COMPANY.

ACTIVITY IN BOSTON.

The Lovett-Chandler Company, Inc., Advertising Agency, Boston, are revising their rate files and ask for rate cards from newspapers and magazines generally. This agency is making up a magazine list with a few large metropolitan papers for the Baldwin Tumbler Carrier, an accessory for autoists, yachtsmen, sportsmen, etc. It is also working on the Victor Anti-Skid Auto chain copy on which quarter pages will be used in the automobile journals and possibly a few general magazines. It is now placing contracts with newspapers for the advertising of Sure-Lax, a new proprietary preparation.

J. Frank Howell, a veteran member of the Consolidated Stock Exchange of New York, has just issued a forcible review of conditions pertaining to Wall Street. Mr. Howell, who has been considered somewhat of a conservative in the matter of newspaper advertising, recently began a campaign of publicity through the Rudolph Guenther Advertising Agency, with excellent results. He is now an enthusiastic convert to the use of printers' ink.

Seventy-five advertising men of Rochester, N. Y., got together at the Whitcomb House in that city on the evening of June 17th for an informal "Limerick" dinner. Each diner wrote a few lines of jingle directed at some other man present. The reading of these efforts caused a lot of merriment. E. T. Purcell acted as toastmaster, and the following gave talks: Wesley A. Stanger, Chester C. Burham, F. C. Coleman, Chicago, and Fred W. Eggers, Rochester.

Chas. E. Baker, for two years past circulation manager of the *Daily News*, Beloit, Wis., has resigned to accept a position with the circulation department of the *Minneapolis Tribune*. In the period covered by Mr. Baker's services on the *Daily News*, its circulation was increased from 2,400 to 3,500, which is a good showing for a city of 16,000.

Printed Things

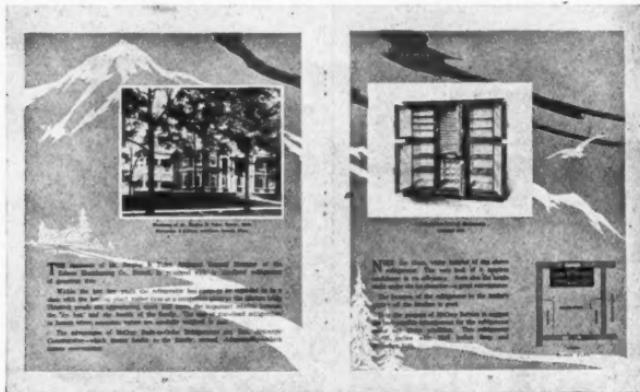
All the literature issued by the McCray Refrigerator makers (Kendallville, Indiana) has been of such uniformly high quality that the excellence of new pieces is no surprise. An especially well conceived and beautifully printed booklet has been issued, entitled "McCray Refrigerators in American Homes." A cover in high-class multi-color pleases at first glance, and on opening the inside pages some highly artistic tint backgrounds are discovered on all the pages. The scheme is in light gray and light yellow; and the designs are variations on snow-capped mountains which are very suggestive of refrigeration.

The general idea of the booklet to show actual photos of homes in which McCray Refrigerators are used is very good, and the text giving the actual name of the owner stamps conviction

a panoramic sketch of Boston's place in national events. Presented with the company's compliments, it makes an indirect advertisement sure to be appreciated. A small leaf enclosed with the booklet, asking for business, leaves no one in doubt as to whether or not it is meant as an advertisement.

This booklet has several *companions*—“A Collection of Interesting and Historic Prints,” and “State Street,” all of them most artistically printed and all giving very valuable information and interesting illustrations. As Boston people are proud of their historic associations and refer to them frequently, these booklets are sure to be prized.

The Montauk Paint Manufacturing Company, New York, has an interesting



TWO PAGES FROM M'CRAY BOOKLET.

on the scheme. Left hand pages are taken up with illustrations of refrigerators and drawings and plans showing the most approved way of locating refrigerators in a house. Few booklets are gotten up so well as this one.

A new kind of booklet for a trust company is issued by the State Street Trust Company, Boston. It contains 42 pages, but there is not a line of argument for the trust company. Yet the booklet is undoubtedly good advertising, because there are many other booklets issued by the company which contain plenty of arguments for business.

The booklet is called “Boston's Story in Inscriptions,” and contains reproductions of all the many history inscriptions in and around Boston, presenting

and even amusing scheme of circularizing in its packages. It has in all its advertising talked through the mouth of “Thrifty Mary.” To make the luscinations of this personage seem more vivid a circular has been issued for package insertion which contains the words and music of “Home, Sweet Home,” and underneath a story of the same title with a sub-title “A Story of Money Saved”—all written by Thrifty Mary. She takes great pride in telling how she renovated everything in the house, from cellar to garret, practically, by the liberal use of Montauk “Home Fixers.” The folder has 16 pages and is printed on thin paper. It makes an effective circular.

The Denver & Rio Grande Railroad, Denver, Col., issues so many excellent

booklets that in contrast to many other railways they seem to do more advertising than twenty or thirty others. A recent and unusual booklet issued by them is called "Ancient Ruins of the Southwest," and is more handsomely printed than usual. It contains 24 pages of very interesting and very well printed and illustrated data concerning the cliff dwellers and other ancient inhabitants of the Southwest. The railway is thus doing a real service in gathering and collating such data, and is bound to create widespread interest in the old ruins and in the railway.

The Johnson Educator Food Company, Boston, has published a clever story booklet entitled "Dorothy and Polly"—"the wonderful ride and strange adventures in a bakery of a little girl and her parrot," by Perry Walton. It is illustrated very uniquely by Wallace, Goldsmith in lithograph, and the whole,

and contains many amusing illustrations. The next consumes many pages to talk about whales in a rather interesting but scarcely absorbing way, and finally arrives at whalebone and how it is secured and prepared for the Redfern Corsets. Whether women are sufficiently interested in whales to read 25 pages about them is open to question. Nevertheless the booklet is pretty fair advertising.

The Worcester Slipper Company, Worcester, Mass., has printed a booklet of very fair quality, which it terms a style book for its "Firfelt Slippers." The distinctive feature of the booklet is that the illustrations are printed in facsimile colors, ranging from shades of purple, blue and green to brown and red.

The Smith Gas Power Company, Lex-



FRONT AND BACK COVERS OF "EDUCATOR" BOOKLET.

with additional marginal illustrations in blue, has a fetching cover (reproduced herewith), and the Educator Cracker advertising idea is interwoven so deftly in the story that it does not offend.

The Woodmere Land Association, New York, has issued a booklet which illustrates Woodmere, Long Island, which contains very handsomely printed views of the suburb, together with complete information and maps.

A typical Street & Finney booklet has been issued for the Warner Brothers Company for their Redfern Whalebone Corsets. It is entitled "A Woman Has an Awful Lot to Thank a Whale For." Typographically the book is well planned

ington, Ohio, issues a very interesting series of books on its gas producers, containing well-printed and business-like arguments. The books contain 32 pages.

"A Tale of a Tour and Worth of a Magneto Told by the Kodak" is the title of a leather-bound booklet issued by the Remy Electric Company, Anderson, Ind.

After a couple of pages devoted to a brief description of a motor tour, the entire booklet is taken up with full-page reproductions of scenes along the route, and showing the auto under all sorts of conditions. As a pictorial story, it is very interesting, while the half-tone engraving and the printing have been done in excellent shape.

Business Going Out

The Hotel Raleigh, Atlantic City, is using 24 lines, 4 times, in the South, through the Dorland Agency.

The Globe Soap Company, of Cincinnati, is using 10,000 lines in the West, through the J. Walter Thompson Company, of New York.

The Chicago, Rock Island & Frisco Railroad is sending out orders through Herbert Kaufman & Handy, of Chicago, for 1,000 lines to be used in a year.

Wylie B. Jones, Binghamton, N. Y., is running half-pages, four times, in Southwestern papers for the Stearns Electric Paste Company.

Copy for a new irrigation project, owned and controlled by the Oregon Land & Capital Company, will soon be placed with a selected list of magazines and Sunday newspapers by the Ben Leven-Nichols Advertising Company, Chicago-New York.

The Dorland Agency, of Atlantic City, is placing business varying from 10 lines 7 times to 30 lines 30 times for the following local hotels: Hotel Dennis, Galen Hall, Hotel Rudolf, Great Atlantic Hotel, Strand Hotel, and the Hotel Raleigh.

Ben Leven-Nichols Advertising Company, Chicago-New York, is placing copy in Western newspapers for the Erie Railroad. For the present, Chicago newspapers are being used.

Pape, Thompson & Pape, Cincinnati, are placing contracts with Pacific Coast papers for 1,000 inches through the Blaine-Thompson Company.

Powers & Armstrong, Philadelphia, are asking rates on Pennsylvania papers for six half-pages.

C. Wakefield & Co., Bloomington, Ill., will use 5,000 lines in fifteen months through Louis O. Eddy, of Chicago. Western papers make up the list.

Lord & Thomas, Chicago, are placing four and one-half inches, triple column, three times a week for six months in Southwestern papers for the Washburn-Crosby Company.

Proctor & Collier, Cincinnati, are sending out orders for four inches, 208 times, to papers in the Northwest, for Ivory Soap.

Scott & Bowne are placing three and one-half inches fifty-two times in the West, and 500 inches in the Southwest. Business goes direct.

The Pepsin Syrup Company, Montello, Ill., is sending out orders direct, amounting to 10,000 lines, to Western papers.

Ben Leven-Nichols Advertising Company, Chicago-New York, is completing its fall list for the American Thermos Bottle Company. Mr. Leven is in the East organizing this campaign.

The Ben Leven-Nichols Advertising Company, Chicago-New York, has been awarded the exclusive contract for the L. Fish Furniture Company. The mail-order branch of this concern will be developed, with the end in view of increasing interest in the trading stamp department. A selected list of farm journals throughout the West will be used.

The L. Fish Furniture Company has appropriated \$100,000 for advertising to enlarge this feature of their business.

BOSTON ITEMS.

A large number of women's publications are receiving contracts for the advertising of the Worcester Corset Company, Worcester, Mass. Large space is used, running through the year. All of this advertising is placed by Wood, Putnam & Wood.

Wood, Putnam & Wood are sending out contracts to daily newspapers through New England for the Hetherston Importing Company. Contracts are made for three inches, to run two times a week for six months.

The Vose Piano Company is making plans for next year's advertising in general mediums. This account is handled by Elson Hill, of the New York office of the J. Walter Thompson Company. Many of the general mediums used last year will be renewed and in addition others of importance will be taken on.

The International Cornet School is considering mediums for next year. The manager is writing general publications for copies. Their list will be made up in the fall and the contracts will be placed by the H. B. Humphrey Company.

The advertising of the Bank Clock Company, Beacon Building, Boston, which was started this spring, has been very successful. Direct orders have shown profit from the mediums used. More mediums will be taken on later and placed by the Lovett-Chandler Agency, 6 Beacon street.

The Ernest J. Goulston Advertising Agency, 17 Milk street, is spending

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\$15,000 in Boston and New England for the Walberg Brewing Company on a new lager beer, Walberg's Special Brew. The entire appropriation is going into newspapers.

The Humphrey Agency is handling the advertising of the Glow Light Company. Their preliminary campaign in the magazines this spring has been fairly successful, but no new mediums will be added before fall. Small copy is being used.

The Walker Lithographing and Publishing Company is sending out orders direct to the automobile journals and one or two general mediums. They are advertising their automobile maps of the Eastern States and are looking for circulation in New England, New York and Southern Pennsylvania.

Orders are going out to special mediums from the Shivell Agency on the advertising of the Roper Propeller, manufactured by the J. S. Roper Company, Hopedale, Mass.

Copy measuring 250 lines across four columns is going out from the Boston News Bureau to papers throughout the country. This is for the advertising of the Alvarado Consolidated Mines. The advertising runs twice.

Additional newspapers are being added to the list advertising Yo-Yo. This is a summer beverage being exploited by H. E. Ayres & Co. Contracts are for five hundred inches.

M. Steinert & Sons are making plans for next season's advertising in towns and cities where they have local representatives. The contracts go through the F. P. Shumway Agency.

The Ernest J. Goulston Agency is placing the business through New England of the National Oyster Carrier Company, of South Norwalk, Conn. It is also placing the Dr. A. C. Daniels advertising in New York City and New York State.

ST. LOUIS-KANSAS CITY NOTES.

The Western Military Academy, Upper Alton, Ill., has begun a campaign in daily newspapers published in the Central West. Orders for thirty times are going out through the Gardner Advertising Company, St. Louis. Display copy of various sizes is being used.

The Blue Valley Creamery Company, St. Joseph, Mo., is using agricultural papers in Kansas, Nebraska, and Western Missouri. 112- and 126-line display copy is being used.

The Jerome Chemical Company, St. Louis, will begin advertising a line of toilet preparations with the September issues of mail-order papers published in the West and South. Copy measuring from thirty to forty lines display is being prepared by the Classified Adver-

tising Company, St. Louis, who will place the business.

The Gardner Advertising Company is putting out orders for the advertising of Lenox Hall, a school for girls, St. Louis, in high-grade magazines. One-half-inch display copy is being used in August and September numbers.

The New Process Manufacturing Company, Salina, Kansas, has begun a campaign in a large list of agricultural papers advertising their corn-harvesting machine. Fifteen-line display copy is being ordered for three times. The F. A. Gray Advertising Company, Kansas City, is placing the advertising.

The Salt City Business College, Hutchinson, Kansas, is using a list of weeklies published in the Southwest during July. Twenty-eight-line display copy is being used.

The Home Comfort Pump Company, St. Louis, Mo., is using classified in the Sunday editions of fifteen to twenty dailies in every State in the East, West and South. A campaign will shortly be started in agricultural papers. The business is being placed by the Classified Ad Company, St. Louis.

WANTS CREDIT FOR REAL SIZE.

BURT INTERNATIONAL ADVERTISING AGENCY.

BUFFALO, N. Y., June 22, 1909.
Editor of PRINTERS' INK:

I note that in *PRINTERS' INK*, issue of May 26th, you have run an article concerning the development of the business of the Beyer & Williams Co., makers of "Fine Form" Skirt, through advertising.

Since an attempt was made to show the development of this business, I feel very much hurt that the description falls so far short of the facts. The reason I feel this way is not that I desire to secure credit for work done, but because I fear that it would have a tendency to injure my client in his business with dealers. In the article you state that his business has developed to such an extent that, starting with a room 20x40 feet, he now occupies nearly a whole floor. That means he has not yet one floor. The facts are that such a development took place that within one year the need of space made it necessary for him to move from that building to another, a new one, on the main street of Buffalo—a building a whole block long, in which he occupies a floor and a half, and at the time of the appearance of the article was clamoring with the owners of the building for the building of two more stories, which he needed in addition to that which he now has. The dealer reading this article would be impressed that the Beyer & Williams Co. occupying less than one floor is a much less consequential institution than it is, and leads this firm to be classified as merely a small manufacturer; whereas his skirts are to-day sold in every civilized land on the globe.

O. C. BURT.

MORE COMMUNITY ADVERTISING.

Hilton Advertising Agency, Monadnock Block, Chicago, has again secured the advertising account of Paw Paw Lake Board of Trade, which was organized for the purpose of booming the resort advantages of Paw Paw Lake, Michigan. Copy has gone out to a list of fourteen Middle Western newspapers.

The campaign of advertising carried on by the Commercial Club, of Eureka Springs, Ark., a resort town situated on the top of the Ozark Mountains, has been considerably enlarged. The Hilton Advertising Agency has sent out 200-line copy to an additional list of Western newspapers, to be followed by 56 lines 26 times.

Springfield, O., has a new Republican paper, a revival of the old Springfield *Gazette*. It will be a morning paper.

The first newspaper ever printed in a balloon was received in Butler county, Ohio, when a balloon from Dayton passed over the western part of the county. The gas bag was equipped with newspaper men and a printing press by a Dayton paper, and as it soared over the town miniature copies of the paper printed in the balloon basket were thrown to the ground.

The *Extension Magazine*, Chicago, one of the foremost Catholic publications, is turning out a particularly well printed magazine now, having adopted multi-color covers. It is carrying a highly representative line of general advertising, and demonstrates the growing appreciations of the best religious papers. It is one of the few religious magazines guaranteeing circulation.

James A. Young has been made Chicago representative for the *Woman Beautiful*, devoted to beauty culture, which has achieved 60,000 readers in 18 months and has carried an average of 30 pages of advertising in the last 9 months.

AN ADVERTISING SCHEME.

The William J. Oliver Manufacturing Company, Knoxville, Tenn., maker of plows, has entered into a contract with Antonio Pirri, said to be one of the greatest equilibrists in the world. He balances on his chin tables, chairs and other heavy articles, among which is a chilled plow weighing 150 pounds.

Pirri, in introducing this act, makes a neat little speech, calling attention to the fact that the William J. Oliver plow is "the best plow on earth" and is made by the William J. Oliver Manufacturing Company, of Knoxville.

Two hundred leading advertising merchants of Milwaukee inspected the *Evening Wisconsin's* recently installed Hoe quadruple press by a special invitation on July 7th. These invitations were given only on condition that a thorough inspection be made. Since March 1st a very heavy circulation gain has been made from 28,000 to 41,000. On July 15th the *Evening Wisconsin* will be put on the "Dolly Dimple" circulation scheme.

TO REACH
350,000 Germans in Philadelphia
USE THE
Consolidated German Papers
Morning Gazette,
Evening Demokrat,
Sunday Gazette
Weekly Gazette.

Circulation examined by the A. A. A.

PRINTERS' INK at \$5 for three years' subscription is the greatest proposition in the world for live advertisers.

Increase the Pulling Power of Your Ads



A good catch appropriate picture means more readers of your ad, and therefore more inquiries. THE PATTERSON-GIBBS new cut book "Unusual Pictures" contains a wonderfully complete collection of proofs in color. Clever art, which will brighten your newspaper, magazine, booklet and folder ads. The cuts of the proofs are carried in stock. Orders shipped same day received. The price of the book is 50 cents (stamps or money). This amount refunded on first order for cuts of \$1.50 or more.

Send 50 cents for this book today

THE PATTERSON-GIBBS CO.
1500 Heyworth Bldg., Chicago, Ill.

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate, \$2.50. Why not let us run your ad in the *Lincoln Freie Presse*?

Lincoln Freie Presse

LINCOLN, NEB.

THE LEADING THEATRICAL WEEKLY

VARIETY

The only theatrical paper reaching the desirable class of readers.

Publication Office

1536 BROADWAY, NEW YORK CITY

The Washington (Pa.) Record
covers a district with 125,000 good, comfortable livers. Rich, active and retired citizens; skilled and well-paid mechanics and workmen—a community of homes, people who buy. The consumption of household articles here is very near remarkable. You can sell your commodity by reaching the very cream of the trade with your announcement in the **Washington (Pa.) Record**. Send for sample copy, rates, full data.

"A Daily Newspaper for The Home"
The Christian Science Monitor

OF BOSTON, MASS.

Every Afternoon Except Sunday

World-wide Circulation and undoubtedly the most closely read newspaper in the world.

Advertising rates furnished on application.

MODERN METHODS

Detroit, Mich.

FOR MEN IN AND ON THE WAY TO EXECUTIVE POSITIONS

has been so successful that it will increase its rate to \$50.00 a page beginning with September issue and will be in a position to offer to advertisers

MODERN METHODS is one of the few magazines that seems able to raise its rate every September and hold its old advertisers, as well as keep on getting new ones.

September forms close August 10.

Subscription price, 50 cents a year.

Copy Writer and Solicitor

Wanted by Foremost Southern Agency

Men with clean records who can make good and are willing to put hustle and enthusiasm behind their work, wanted. ☣ Salary depends entirely upon ability.

Guy W. Eskridge Co., Inc.

Mutual Building

Richmond, Va.

Corpus Christi Herald

Leading Morning Paper of Southwest Texas Gulf Coast
"THE NEW COUNTRY"

The Herald has passed its first year successfully and is ready for new business

Write for contract rates

W. BARRAN LEWIS

PUBLISHER

Corpus Christi Texas

PRINTERS' INK at \$5 for three years' subscription is the greatest proposition in the world for live advertisers.

FOR SALE

Daily newspaper in a city ten miles from Boston, Mass. The city has 15,000 population, but there is within three miles six towns, which give an added population of 40,000.

The mechanical plant was inventoried a few months ago for \$5,500. A full description will be sent you on application. The paper has a daily circulation of more than 1,200 copies, but a live newspaper man could work this up to 4,000 or 5,000 daily. Good terms will be made to any newspaper man who looks good; \$1,500 down and notes on balance will take the property. Present owner is in another business which will enable him to be of service to purchaser. Address "L. S. D." N. E. Office, PRINTERS' INK, 2 Beacon Street, Boston.

Wanted

To manage special department Hotel, Travel, Classified advertising, a man who can prepare circular matter, who can solicit when necessary, who has had experience and can originate and plan new departments.

The magazine is today one of the greatest classified and travel mediums in the world. We want to make it greater. Can you do it?

Address

Box 44, PRINTERS' INK

BRITISH ADVERTISING

Are You Satisfied with Your Advertising Campaign in England?

Is Your Advertising Bringing You Results

**Mail Order—
or Publicity?**

If not, I would be pleased to go over the situation with you.

I have placed the advertising of some of the largest American products in England, and know rates, publications and conditions.

I am at your services.

"ANGLO-AMERICAN"

811 Boyce Building • • Chicago, Ill.

325,000 POCKET-BOOKS

of buying housewives await your message in

**THE LARKIN
FAMILY MAGAZINE**

A family publication, published solely for the housewife and her needs. Clean advertising pertaining to this class is solicited. No patent medicine or fraudulent copy accepted.

Change in Rate

Beginning with the October issue the rate will be \$1.25 a line, although orders received before Sept. 1st for Oct., Nov. or Dec. will be accepted at the present rate of \$1.00 per line. As the advertising space is limited, early reservations are necessary.

A postal will bring full information and sample copies.

The Larkin Family Magazine
BUFFALO, N. Y.

New York City, W. C. KIMBALL, Inc., 1 Madison Ave.; Boston, W. C. KIMBALL, Inc., 6 Beacon St.; Chicago, J. MACDONALD, 1722 1st Nat'l Bank Bldg.

KITAB
ENGRAVING
CO.

PHOTO
ENGRAVING
IN ALL ITS
BRANCHES

ILLUSTRATING
& DESIGNING

401 Lafayette St.
New York

TEL. 1664 SPRING

26 ball-09

YOUR REPRESENTATIVE AT LARGE

is your printing. It, therefore, should make a good impression--it is an entering wedge to more business for you.

Q We are constantly improving our facilities, adding new machinery to facilitate the production of high class publications and commercial work and still keep within reasonable lines in regard to cost.

Q Our extended experience in the production of good printing in connection with an up-to-date plant enables us to give you prompt service and a standard of quality unexcelled.

Q We have added a new department to our plant where the reconstruction and dressing up of your Catalog or Booklet will receive our most careful thought and attention and possibly assist *your representative at large* to make a better impression.



PRINTERS OF
PRINTERS' INK

Charles Francis Press

30-32 West 13th Street, New York City
Telephone 4090 Chelsea

HUDSON RIVER TUNNELS
CONNECTING JERSEY CITY
AND NEW YORK
WILL OPEN NEXT MONDAY

COME TO
JERSEY CITY



3
MINUTES
FROM
BROADWAY

THE IDEAL PLACE
FOR YOUR HOME
& YOUR BUSINESS

TUNNEL DAY CELEBRATION
JULY 19TH 1909
MUSIC-DECORATIONS-FIREWORKS

The Jersey City Evening Journal
THE HOME NEWSPAPER
OF HUDSON COUNTY, NEW JERSEY

THE best of copy and the best of illustrations lose much of their value and effectiveness if the TYPOGRAPHY isn't appropriate and attractive.

The
**Williams
Printery**

set magazine and newspaper advertisements in a manner that commands attention. It's our specialty, and our unlimited facilities enable us to turn out the work remarkably quick.

**35 West 21st Street, New York City
Telephone 556 Gramercy**

Greatest Six Months

IN THE HISTORY OF

The Minneapolis Journal

FROM JANUARY 1 to JULY 1, 1909, THE JOURNAL CARRIED MORE LINES OF ADVERTISING THAN IN ANY OTHER SIX MONTHS IN ITS HISTORY. THE TOTAL FOR THE SIX MONTHS WAS

4,604,348 Lines

22 per cent more than was carried by any other newspaper in Minneapolis or St. Paul.

The leading firms in a few different lines of merchandise—stores that general advertisers and manufacturers will know at a glance—are given herewith, together with the total amount of advertising they used in the Journal and the Tribune:

DEPARTMENT STORES

Donaldson's
Dayton's
Powers
The Minneapolis
Thomas
The Leader
T. M. Roberts

In the first 6 months of 1909 these stores used space as follows:

JOURNAL	TRIBUNE
808,219 lines	489,202 lines

72% more in the Journal.

SHOE STORES

Nickel Plate
Knoblauch's
Shoe Mart
Home Trade
Sample Shoe Store
The Arcade
Lion Shoe Store

In the first 6 months of 1909 these stores used space as follows:

JOURNAL	TRIBUNE
97,428 lines	52,741 lines

84% more in the Journal.

O'MARA & ORMSBEE
Brunswick Building, New York
Tribune Building, Chicago

WOMEN'S APPAREL

Atkinson's
Young-Quinlan
Philipsborn's
Pearce's
The Gamossi

In the first 6 months of 1909 these stores used space as follows:

JOURNAL	TRIBUNE
222,586 lines	157,472 lines

41% more in the Journal.

MEN'S APPAREL

The Plymouth
The Palace
The Model
Barnaby's
Browning, King & Co.
R. L. Harrington
Theon Bros.
Keeler
Misfit Clothing Co.
North Star Clothing Co.

In the first 6 months of 1909 these stores used space as follows:

JOURNAL	TRIBUNE
332,402 lines	240,382 lines

38% more in the Journal.

THE MINNEAPOLIS JOURNAL,
Hugh A. O'Donnell
Advertising Manager